

Simmons

1984 STUDY OF MEDIA & MARKETS

Relative Volume of Consumption

UNIVERSITY OF ILLINOIS AT
CHICAGO
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CHICAGO, IL 60607

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1984 STUDY OF MEDIA & MARKETS

Relative Volume of Consumption

28 April 1986

Simmons Market Research Bureau, Inc.

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VOLUME P-30: RELATIVE VOLUME OF CONSUMPTION

	<u>ADULTS</u>		<u>FEMALE HOMEMAKERS</u>	<u>HOUSEHOLDS</u>
	<u>MALES</u>	<u>FEMALES</u>		
P-1 <u>AUTOMOBILES</u>				
Car Rental	2	3		
Total				
Business Related				
Personal Use Only				
P-2 <u>CYCLES, TRUCKS, VANS & TIRES</u>				
Tires				125
For Passenger Cars				
For Trucks & Vans				
P-3 <u>AUTOMOTIVE PRODUCTS & SERVICES</u>				
Air Filters	4	5		
Anti-Freeze				
Brake Linings/Pads				
Car Batteries				
Car Wax & Polish				
Gasoline & Diesel Fuel				
Gasoline Additives	6	7		
Motor Oil				
Motor Oil Additives				
Mufflers				
Oil Filters				
Shock Absorbers (Pairs)				
Spark Plugs	8	9		
Maintenance/Repair Service				
P-4 <u>TRAVEL</u>				
Domestic				
Round Trips Taken	10	11		
Airline Round Trips				
For Business				
For Personal/Vacation				

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		<u>MALES</u>	<u>FEMALES</u>	<u>FEMALE HOMEMAKERS</u>
				<u>HOUSEHOLDS</u>
P-4	<u>TRAVEL (CONT'D)</u>			
	Foreign Travel			
	Round Trips Taken			
	Airline Round Trips Taken			
	Hotels & Motels			
	Nights For Any Purpose	12	13	
	Nights For Business			
	Nights For Personal/Vacation			
P-5	<u>BANKING, INVESTMENTS, MEMBERSHIPS</u>			
	<u>PUBLIC ACTIVITIES & CONTRIBUTIONS</u>			
	Stock Transactions In Non- Employment Company	14	15	
P-7	<u>BOOKS, RECORDS, TAPES, STEREO & TV</u>			
	Books			
	Hard Cover	16	17	
	Paperback			
	Records			
	33 RPM			
	45 RPM			
	Audio Tape Cartridges			
	Blank	18	19	
	Pre-Recorded			
	Audio Tape Cassettes			
	Blank			
	Pre-Recorded			
	Sheet Music			
P-10	<u>SPORTS & LEISURE</u>			
	Movie Attendance	20	21	
	Last Three Months			
	Last Month			
	Live Theatre/Concert Attendance			

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	<u>MALES</u>	<u>FEMALES</u>		
P-11 <u>RESTAURANTS, STORES & GROCERY SHOPPING</u>				
Cents-Off Coupons From:			97	
Newspapers				
Magazines				
Mail				
In Or On Packages				
Handed Out Near Stores				
Fast Food, Drive-In, Family & Steak House Restaurants	22	23		
Food Shopping				
Fill-In				
Major				
Gourmet Specialty Stores				
Health Food Stores				
P-13 <u>JEWELRY, WRISTWATCHES, LUGGAGE, BINOCULARS, PENS & PENCILS & MEN'S APPAREL</u>				
Jackets (Not suit type)				
Heavyweight	24			
Lightweight				
Jeans				
Dressy, Designer				
Other Jeans				
Shirts				
Regular Or Dress				
Sport (All types)				
Shoes/Boots/Slippers/Sneakers				
Boots, Western or Cowboy (not rubber)	26			
Other Boots (Leather/leather type) - Not Rain or Snow				
Shoes (Canvas)				
Shoes (Leather/leather type)				
Sneakers				

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		<u>ADULTS</u>			
		<u>MALES</u>	<u>FEMALES</u>	<u>FEMALE</u> <u>HOMEMAKERS</u>	<u>HOUSEHOLD</u>
P-13	<u>JEWELRY, WRISTWATCHES, LUGGAGE, BINOCULARS, PENS & PENCILS & MEN'S APPAREL (Cont'd)</u>				
	Slacks (Business/Dress or Leisure/ Casual)	28			
	Sport Coat or Blazer (Suit Type)				
	Suits				
	Winter or All Year (Business or Dress) Displayed on One Hanger				
	Lightweight Summer (Business or Dress) Displayed on One Hanger				
	Sunglasses (non-prescription)	30			
	Sweater				
	Swim Suit				
	Warm-up Suit				
	Clothing Bought For a Woman				
	Blouse/Shirt	32			
	Dress				
	Lingerie				
	Sweater				
P-14	<u>WOMEN'S APPAREL</u>				
	Blazer or Jacket		33		
	Blouse/Shirt				
	Cloth Coat				
	Dress				

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		<u>MALES</u>	<u>FEMALES</u>	<u>FEMALE HOMEMAKERS</u>	<u>HOUSEHOLDS</u>
P-14	<u>WOMEN'S APPAREL</u> (Cont'd)				
	Hosiery				
	Knee High Hose (not socks)		35		
	Panty Hose-Control Top				
	-Panty Top				
	-Regular				
	-Support				
	Regular Stockings or hose (not socks)				
	Socks		37		
	Jeans				
	Dressy/Designer				
	Other				
	Lingerie				
	Brassiere				
	Girdle				
	Slip				
	Shoes/Boots/Slippers/Sneakers				
	Boots (Leather/leather type)-				
	Not Camping or Rain		39		
	Boots, Rain or Snow (Rubber)				
	Shoes (Canvas)				
	Shoes (Leather/leather type)				
	Slippers				
	Sneakers				
	Skirt		41		
	Slacks				
	Suits				
	Pants				
	Skirt Suit - 2 Piece (Priced as one item)				
	Skirt Suit - 2 Piece (Priced separately)				

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P-14	<u>WOMEN'S APPAREL (Cont'd)</u>				
	Sunglasses (Non-prescription)		43		
	Sweater				
	Swim Suit				
	T-Shirt				
	Warm-up Suit				
	Clothing Bought For a Man				
	Jeans		45		
	Necktie				
	Shirts - Regular or Dress				
	Shirts - Sport				
	Slacks (Business or Dress)				
	Suit (Business or Dress)		47		
	Sweater				
P-15	<u>TOBACCO PRODUCTS & PHOTOGRAPHY</u>				
	Cigarettes	48	49		
	Disposable Lighters				
	Color Film				
	Instant Developing	50	51		
	35MM Film				
	Prints				
	Slides				
	110 Instant Load Cartridge				
	126 Instant Load Cartridge				
	Disc	52	53		
	Movie Film				

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		<u>ADULTS</u>		<u>FEMALE</u>	
		<u>MALES</u>	<u>FEMALES</u>	<u>HOMEMAKERS</u>	<u>HOUSEHOLDS</u>
P-16	<u>DISTILLED SPIRITS & MIXES</u>				
	Brandy & Cognac	54	55		
	Cordials & Liqueurs				
	Gin				
	Rum				
	Tequila				
	Vodka				
	Whiskeys				
	Blended or Rye	56	57		
	Bourbon				
	Canadian				
	Scotch				
	Prepared Cocktail Mixes				
	With Liquor				
	Prepared Cocktail Mixes				
	Without Liquor				
P-17	<u>MALT BEVERAGES & WINES</u>				
	Malt Beverages				
	Ale	58	59		
	Domestic Beer, Light/Low				
	Calorie				
	Domestic Beer, Regular				
	Draft Beer				
	Imported Beer				
	Malt Liquor				
	Wines				
	Aperitifs & Specialty Wines	60	61		
	Champagne, Cold Duck &				
	Sparkling Wines				
	Dinner/Table Wines, Domestic				
	Dinner/Table Wines, Reduced				
	Calorie/"Light" Domestic				
	Dinner/Table Wines, Imported				
	Port, Sherry & Dessert Wines				
	Sangria/Pop/Party Wines	62	63		
	Vermouth				

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		<u>ADULTS</u>		<u>FEMALE</u>	
		<u>MALES</u>	<u>FEMALES</u>	<u>HOMEMAKERS</u>	<u>HOUSEHOLDS</u>
P-18	<u>COFFEE, TEA, MILK, SOFT DRINKS,</u> <u>JUICES & BOTTLED WATER</u>				
	Carbonated Soft Drinks				
	Cola, Diet, Sugar Free or Low Calorie	64	65		
	Cola, Regular (Not diet)				
	Other Diet, Sugar Free or Low Calorie (Not colas)				
	Other Regular (Not colas, not Diet)				
	Natural Spring or Mineral Water, Bottled				
	Tea, Canned				
	Coffee				
	Caffeinated, Instant & Freeze Dried			98	126
	Decaffeinated, Instant & Freeze Dried				
	Ground Coffee (Caffeinated or Decaffeinated)				
	Caffeinated, Regular				
	Decaffeinated				
	Milk Liquid (in Bottles or Cartons)			99	127
	Milk Flavorings				
	Orange Juice				
	Frozen			100	128
	In Bottles, Cans or Cartons				
	Powdered Fruit Flavored Breakfast Drinks				
	Powdered Soft Drinks (Add Water)				
	Tomato & Vegetable Juices				
	Other Fruit Juices & Drinks				
	Tea				
	Herbal			101	129
	Instant Iced Tea Mix				
	Instant Unsweetened				
	Regular (In bags or packages)				

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		<u>ADULTS</u>		<u>FEMALE</u>	
		<u>MALES</u>	<u>FEMALES</u>	<u>HOMEMAKERS</u>	<u>HOUSEHOLDS</u>
P-19	<u>DAIRY PRODUCTS, SPREADS, COOKIES</u> <u>DESSERTS, BAKING & BREAD PRODUCTS</u>				
	Yogurt (Not bought frozen)	66	67		
	Baking Products				
	Baking Chips & Pieces			102	130
	Brownie Mixes, Dry				
	Cake Mix, Dry (Not cake flour)				
	Cookie Mixes, Dry				
	Dough Products-Refrigerated				
	-Frozen				
	Frosting (Store Bought)				
	Cans			103	131
	Packages of Mix				
	Pie Crusts, Packaged (Store Bought)				
	Bread				
	Butter				
	Cheese				
	American/Pasteurized Processed				
	-Diet/Low Calorie				
	-Regular (Not Diet/Low Calorie)			104	132
	Cottage				
	Natural Cheese (Other than American, Diet/Low Calorie or Regular)				
	Spread				
	Cookies (Ready-To-Eat)				
	Cream Substitute, Non-Dairy				
	(To put in coffee or on cereal)				
	Frozen Dessert Pies, Cakes & Pastries			105	133
	Frozen Waffles				
	Gelatin Desserts, Flavored				
	Ice Cream, Ice Milk & Sherbet				
	(For eating at home)				
	Jams, Jellies & Preserves				
	Margarine				
	Pancake Mixes, Dry			106	134
	Peanut Butter				
	Puddings or Pie Fillings				
	Instant Powdered				
	Regular (not instant)				
	Pre-Cooked (Ready-to-eat)				
	Whipped Topping (Cream type)				

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	<u>ADULTS</u>		<u>FEMALE HOMEMAKERS</u>	<u>HOUSEHOLDS</u>
	<u>MALES</u>	<u>FEMALES</u>		
P-20 <u>CEREALS, RICE, PASTA, PIZZA,</u> <u>MEXICAN FOODS, FRUITS &</u> <u>VEGETABLES</u>				
Baked Beans (In jars or cans)			107	135
Breakfast Cereals-Cold				
-Hot				
Dish & Dinner Mixes, Complete				
Packaged Prepared (With				
Macaroni, Noodles or				
Spaghetti)				
Fruits, Canned or Jarred				
Pineapple				
Other Fruit				
Pasta-Spaghetti, Macaroni &				
Noodles, Dry Packaged			108	136
(Requires Cooking)				
Pizza, Frozen				
Potatoes-Frozen				
-Packaged Instant				
Rice				
Spaghetti & Macaroni Products				
(Canned)				
Spaghetti Sauce (In jars or				
Cans)			109	137
Vegetables-Canned or Jarred				
-Frozen Corn-on-the-cob				
-Frozen (Excluding				
Potatoes & Corn-on-				
the cob)				
P-21 <u>SOUPS, MEAT, FISH, POULTRY,</u> <u>CONDIMENTS & DRESSINGS</u>				
Barbecue & Seasoning Sauces,				
Bottled			110	138
Barbecue Sauce				
Seasoning Sauce				
Catsup				
Cold Cuts (Packaged or fresh cut)				
Cooking Spray, Non-stick				
Frankfurters & Wieners				

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P-21	<u>SOUPS, MEAT, FISH, POULTRY, CONDIMENTS & DRESSINGS</u> (Cont'd)				
	Frozen Main Courses			111	139
	Ham, Canned				
	Mayonnaise, Salad Dressing & Oils				
	Dry Mix Salad Dressing				
	Liquid Prepared Salad Dressing				
	Mayonnaise and Mayonnaise Type				
	Salad or Cooking Oil (Excl. Olive Oil)				
	Meat Tenderizers			112	140
	Mustard				
	Pork Sausages				
	Soup				
	Canned				
	Dry, Lunch Mix & Dry Bouillon				
	Sugar (White Granulated)				
	Syrup, Pancake & Table			113	141
	Tuna, Canned				
	TV Dinners, Frozen Complete				
P-22	<u>CHEWING GUM, CANDY & SNACKS</u>				
	Chewing Gum	68	69		
	Regular Candy Bars & Packages: Buy Eat				
	Fun, Miniature & Snack Size Candy Bars & Packages: Buy Eat				
	Hard Roll Candy				
	Corn & Tortilla Chips & Snacks			114	142
	Popcorn Products				
	Potato Chips				
	Pretzels				
	Saltines, Flavored Snack & Graham Crackers				
P-23	<u>SOAP, LAUNDRY & PAPER PRODUCTS & KITCHEN WRAPS</u>				
	Dishwashing Detergent			115	143
	Automatic Dishwashing Detergent				
	Dishwashing Liquid (Not for automatic dishwashers)				

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		<u>ADULTS</u>		<u>FEMALE</u>	
		<u>MALES</u>	<u>FEMALES</u>	<u>HOMEMAKERS</u>	<u>HOUSEHOLDS</u>
P-23	<u>SOAP, LAUNDRY & PAPER PRODUCTS</u> <u>& KITCHEN WRAPS (Cont'd)</u>				
	Laundry And Laundry Products				
	Laundry Washloads				
	Baby Clothes & Diaper				
	Washloads				
	Bleach-Liquid				
	-Dry				
	Fabric Softeners			116	144
	Laundry Boosters, Pre-Soaks				
	& Pre-Cleaners				
	Soaps & Detergents For				
	Regular Laundry				
	Soaps & Detergents For				
	Fine Fabrics				
	Toilet Soap Bars (For Face, Hands,				
	Bath & Shower)				
	Paper Products & Food Wraps				
	Aluminum Foil				
	Facial Tissues			117	145
	Paper Towels				
	Re-Usable "Cloth" Towels				
	Plastic Garbage Bags &				
	Trash Can Liners				
	Garbage Bags				
	Trash Can Liners				
	Plastic Freezer, Sandwich or Food Bags				
	Freezer Bags				
	Sandwich Bags			118	146
	Food Storage Bags				
	Plastic-Type Kitchen Wrap				
	Toilet Paper				
P-24	<u>HOUSEHOLD CLEANERS, ROOM</u> <u>DEODORIZERS & PET FOODS</u>				
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	Deodorizers			119	147
	Drain Cleaners				
	Floor Wax & Polish				
	Furniture Polish				
	Household Cleaners (Including				
	Bathroom & Kitchen Cleaners)				
	Insecticides				

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P-24	<u>HOUSEHOLD CLEANERS, ROOM</u> <u>DEODORIZERS & PET FOODS</u> (Cont'd)				
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	Rug Cleaners & Shampoos				
	Rug Deodorizers & Fresheners				
	Scouring Pads & Scouring Sponges				
	Scouring Powder				
	Toilet Bowl Cleaners & Fresheners				
	In Bowl Cleaners			121	149
	In Tank Cleaners				
	In Bowl Fresheners				
	Window & Glass Cleaners				
	Pet Food/Cat Box Filler				
	Canned Cat Food	70	71		
	Packaged Dry Cat Food				
	Packaged Soft/Moist Cat Food				
	Cat Box Filler				
	Canned Dog Food	72	73		
	Packaged Dry Dog Food				
	Packaged Moist Dog Food				
	Dog Biscuits or Treats				
P-25	<u>HEALTH CARE PRODUCTS & REMEDIES</u>				
	Athlete's Foot Remedies (Non-Prescription)	74	75		
	Cold, Allergy & Sinus Remedies (Non-Prescription)				
	Cough Drops (Non-Prescription)				
	Cough Syrup (Non-Prescription)				
	Eye Drops & Eye Wash (Non- Prescription)				
	Headache Remedies & Pain Relievers (Non-Prescription)				

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		<u>ADULTS</u>		<u>FEMALE</u>	
		<u>MALES</u>	<u>FEMALES</u>	<u>HOMEMAKERS</u>	<u>HOUSEHOLDS</u>
P-25	<u>HEALTH CARE PRODUCTS & REMEDIES</u> (Cont'd)				
	Indigestion Aids & Upset Stomach Remedies (Non-Prescription)	76	77		
	Laxatives (Non-Prescription)				
	Nasal Sprays (Non-Prescription)				
	Pain Relieving Rubs & Liquids (Non-Prescription)				
	Suntan & Sunscreen Products (Applied to the skin)				
	Throat Lozenges, Medicated	78	79		
	Vitamin Tablets, Capsules, or Liquids (Non-Prescription)				
P-26	<u>ORAL HYGIENE PRODUCTS, SKIN CARE</u> <u>& DEODORANTS</u>				
	Breath Fresheners	80	81		
	Denture Cleansers				
	Deodorants And Anti-Perspirants				
	Hand & Body Cream, Lotion Or Oil				
	Medicated Skin Care Products				
	Mouthwash	82	83		
	Toothpaste				
P-27	<u>HAIR CARE & SHAVING PRODUCTS</u>				
	Hair Care				
	Cream Rinse & Hair Conditioner	84	85		
	Hair Spray				
	Hair Tonic Or Dressing				
	Shampoo				
	Hair Coloring Products				
	Home Permanents				
	Shaving Products				
	Depilatories		87		
	Disposable Shavers	86			
	Electric & Battery Shavers				
	Pre-Electric Shave Lotion				
	Razor Blades (For Non- Disposable Shavers)				
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P-27	<u>HAIR CARE & SHAVING PRODUCTS</u> (Cont'd)				
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	After Shave Lotion	88			
	Men's Cologne				
P-28	<u>WOMEN'S BEAUTY AIDS, COSMETICS & PERSONAL PRODUCTS</u>				
	Beauty Aids & Cosmetics				
	Bath And Shower Additives		89		
	Blusher				
	Cleansing Creams & Lotions				
	Cotton Balls & Squares				
	Eye Liner				
	Eye Shadow				
	Face Powder-Loose		91		
	Face Powder-Pressed				
	Facial Moisturizers				
	Foundation Makeup				
	Lipstick				
	Lip Gloss				
	Mascara		93		
	Nail Polish				
	Perfume, Cologne & Toilet Water				
	Perfume				
	Cologne & Toilet Water				
	Personal Products				
	Feminine Hygiene Douches				
	Feminine Hygiene Spray Deodorants				
	Sanitary Pads & Napkins				
	Maxi, Maxi Shields, Super Maxi, Full Size		95		
	Mini Size				
	Panti Liners/Panty Shields				
	Tampons				
	Beauty Salons				

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P-29	<u>GAMES & TOYS, CHILDREN'S & BABIES'</u> <u>APPAREL & SPECIALTY PRODUCTS</u>				
	Baby Cereal			122	150
	Baby Food				
	Baby Oil & Baby Lotion				
	Baby Powder				
	Baby Shampoo				
	Cotton Swabs			123	151
	Diapers				
	Cloth				
	Disposable				
	Pain Relievers & Fever Reducers, Children's (Non-Prescription)				
	Pre-Moistened Cleansing Wipes For Babies				
	Vitamins For Children (Non- Prescription)				

THE 1984 STUDY OF MEDIA AND MARKETS

The 1984 Study of Media and Markets is based on a total of 19,110 adults and is projectable to the population age 18 years and over living in the coterminous 48 states of the United States. The interview period extended from August 29, 1983 through July 6, 1984.

The complete details of the design and conduct of the Study are published in a separately bound Technical Guide. The Study findings, which also will be available on computer tape, will be published in 43 separate report volumes over the period between August 1984 and February 1985.

1984 SMRB Study Procedures

The total data collection workload, which is the basis for the contents of the report volumes, is apportioned in a modular fashion over several administratively feasible interview units as follows:

- Publications and demographic questionings are distributed over two separate personal interviews.
- Product data are obtained from a separate, self-administered questionnaire, placed at the time of the initial interview and recovered by the interviewer at the time of the second interview.
- TV viewing data are derived from a separate diary kept for two consecutive weeks, in which the respondent records his own in-home viewing only. These diaries are mailed to a sub-sample of respondents participating in the 1984 Study of Media and Markets.
- Radio listening data are also derived from a sub-sample of participants in the 1984 Study of Media and Markets. Listening for a single weekday is obtained in the second personal interview; information for an additional weekday is collected from a telephone interview or, for respondents without phone numbers, from a two-weekday diary.

Volumes included in 1984 SMRB Study

The volumes included in the Media series are as follows:

M-1	Publications: Total Audiences
M-2	Publications: In-Home Audiences
M-3	Publications: Reach And Frequency/Mean Reading Days
M-4	Publications: Duplication Of Audiences
M-5	Multi-Media Audiences: Adults
M-6	Multi-Media Audiences: Males
M-7	Multi-Media Audiences: Females
M-8	Multi-Media Audiences: Female Homemakers
M-9	Multi-Media Audiences: Professionals And Managers
M-10	Multi-Media Audiences: Mothers
M-11	Broadcast And Outdoor: Reach And Frequency
M-12	Television: Attentiveness And Special Events
M-13	Multi-Media Audiences: Media Imperatives

The following volumes are included in the Product series:

P-1	Automobiles
P-2	Cycles, Trucks, Vans & Tires
P-3	Automotive Products & Services
P-4	Travel
P-5	Banking, Investments, Memberships, Public Activities & Contributions
P-6	Insurance & Credit Cards
P-7	Books, Records, Tapes, Stereo & TV
P-8	Appliances, Sewing & Garden Care
P-9	Home Furnishings & Home Improvements
P-10	Sports & Leisure
P-11	Restaurants, Stores & Grocery Shopping
P-12	At Home Shopping, Yellow Pages, Florists & Telegrams
P-13	Jewelry, Wristwatches, Luggage, Binoculars, Pens & Pencils & Men's Apparel
P-14	Women's Apparel
P-15	Tobacco Products & Photography
P-16	Distilled Spirits & Mixes
P-17	Malt Beverages & Wine
P-18	Coffee, Tea, Milk, Soft Drinks, Juices & Bottled Water
P-19	Dairy Products, Spreads, Cookies, Desserts & Baking & Bread Products
P-20	Cereals, Rice, Pasta, Pizza, Mexican Foods, Fruits & Vegetables
P-21	Soup, Meat, Fish, Poultry, Condiments & Dressings
P-22	Chewing Gum, Candy & Snacks
P-23	Soap, Laundry & Paper Products & Kitchen Wraps
P-24	Household Cleaners, Room Deodorizers & Pet Foods
P-25	Health Care Products & Remedies
P-26	Oral Hygiene Products, Skin Care & Deodorants
P-27	Hair Care & Shaving Products
P-28	Women's Beauty Aids, Cosmetics & Personal Products
P-29	Games & Toys, Children's & Babies' Apparel & Specialty Products
P-30	Relative Volume of Consumption

REPORT FORMAT

Relative Volume of Consumption

P-30, Relative Volume of Consumption, contains data on each of the product categories for which user-usage was reported in volumes P-1 through P-29. This report is divided into three sections: Adults, (Males and Females separately) Female Homemakers and Households. In each of the three sections, product categories are arranged according to report order. Volume of consumption is shown by and indexed on demographic characteristics.

The adult section contains the product categories for which usage and volume were determined on a personal basis. Each product category is shown on two facing tables. The table on the left deals with total male volume and total female volume is dealt with on the right. In the case of a single sex product category (perfume, for example) the left hand page is blank. For each product reported on a male and female basis, relative volume of consumption by sex is reported at the end of this introduction, and arranged in product report order.

The female homemaker and household sections contain product categories for which usage and volume were determined on a household basis (e.g. "Do you or other members of your household use them?"; "About how many... were used by your entire household in the last 7 days?")

TABLE FORMAT

The format used in reporting relative volume of consumption is as follows:

		Total U.S. % Down	Product Category A % Down	Index	Product Category B % Down	Index
Total U.S.	-	This column gives a demographic profile (expressed in percents) i.e., Males, Females, Female Homemakers and Households, of the population defined in the title.				
Product Categories	-	Each table contains up to six product categories. For each one reported, "% Down" and "Index" are shown.				
	-	<u>"% Down"</u> refers to the percent of consumption accounted for by a particular demographic group. Percent of consumption is calculated by assigning weights to each use category for the product or service being reported. The number of users is then multiplied by the assigned weight to derive the weighted consumption. The weighted consumption is summed and the resulting total is the base (100%) for the computation.				
	-	<u>Index</u> is calculated by dividing "% Down", i.e. percent of consumption, by the percent of the population represented by a particular demographic group. Example: If college graduates represent 11.3% of all females and account for 22.7% of product X consumed by all females, the index would be 200.				

+++ is the symbol used when the calculation yields a four digit index.

An example of a hypothetical product category follows:

<u>Number Used In Household In last 7 Days*</u>	<u>Assigned Weight</u>	X	<u>Product Users ('000)</u>	=	<u>Weighted Consumption ('000)</u>
10 or more	10.0		5309		53090.0
8-9	8.5		4341		36898.5
6-7	6.5		5078		33007.0
5	5.0		3941		19705.0
4	4.0		5172		20688.0
3	3.0		1556		4668.0
2	2.0		2691		5382.0
1 or less	0.5		329		164.5
NONE**	0		19		<u>0</u>
					173603.0

* In most cases, the total weighted consumption is reflective of a specific time period. The question upon which the volume estimate is based can be found in the volume in which the product category first appeared.

** A "None" response indicates that the product is used, but no usage occurred in the time period in question.

RELATIVE VOLUME OF CONSUMPTION BY SEX

	MALES	FEMALES
	%	%
P-1 AUTOMOBILES		
CAR RENTAL		
TOTAL	70.6	29.4
BUSINESS RELATED	76.6	23.4
PERSONAL USE ONLY	60.7	39.3
P-3 AUTOMOTIVE PRODUCTS & SERVICES		
AIR FILTERS	58.7	41.3
ANTI-FREEZE	60.3	39.7
BRAKE LININGS/PADS	61.9	38.1
CAR BATTERIES	54.2	45.8
CAR WAX & POLISH	58.3	41.7
GASOLINE & DIESEL FUEL	54.4	45.6
GASOLINE ADDITIVES	61.0	39.0
MOTOR OIL	62.2	37.8
MOTOR OIL ADDITIVES	66.2	33.8
MUFFLERS	56.9	43.1
OIL FILTERS	60.3	39.7
SHOCK ABSORBERS (PAIRS)	60.3	39.7
SPARK PLUGS	62.0	38.0
MAINTENANCE/REPAIR SERVICE	51.5	48.5
P-4 TRAVEL		
DOMESTIC TRAVEL		
ROUND TRIPS TAKEN	52.8	47.2
AIRLINE ROUND TRIPS	54.7	45.3
AIRLINE ROUND TRIPS FOR BUSINESS	61.1	38.9
AIRLINE ROUND TRIPS FOR PERSONAL/VACATION	45.0	55.0
FOREIGN TRAVEL		
ROUND TRIPS TAKEN	50.8	49.2
AIRLINE ROUND TRIPS	50.4	49.6
HOTELS AND MOTELS		
NIGHTS FOR ANY PURPOSE	54.2	45.8
NIGHTS FOR BUSINESS	70.3	29.7
NIGHTS FOR PERSONAL/VACATION	46.1	53.9
P-5 BANKING, INVESTMENTS, MEMBERSHIPS		
PUBLIC ACTIVITIES & CONTRIBUTIONS		
STOCK TRANSACTIONS IN NON-EMPLOYMENT COMPANY	73.0	27.0
P-7 BOOKS, RECORDS, TAPES, STEREO & TV		
BOOKS		
HARD COVER	43.2	56.8
PAPERBACK	42.0	58.0
RECORDS		
33 RPM	54.2	45.8
45 RPM	40.5	59.5
AUDIO TAPE CARTRIDGES		
BLANK	56.5	43.5
PRE-RECORDED	53.1	46.9
AUDIO TAPE CASSETTES		
BLANK	57.6	42.4
PRE-RECORDED	48.4	51.6
SHEET MUSIC	41.1	58.9
P-10 SPORTS AND LEISURE		
MOVIE ATTENDANCE		
LAST 3 MONTHS	48.4	51.6
LAST 30 DAYS	49.4	50.6
LIVE THEATRE/CONCERT ATTENDANCE	47.8	52.2
P-11 RESTAURANTS, STORES AND GROCERY		
SHOPPING		
FAST FOOD, DRIVE-IN, FAMILY AND STEAK HOUSE RESTAURANTS	48.9	51.1
FOOD SHOPPING		
FILL-IN	43.6	56.4
MAJOR	38.9	61.1
GOURMET SPECIALTY STORES	42.2	57.8
HEALTH FOOD STORES	40.6	59.4

RELATIVE VOLUME OF CONSUMPTION BY SEX

	MALES	FEMALES
	%	%
P-15 TOBACCO PRODUCTS AND PHOTOGRAPHY		
CIGARETTES	53.0	47.0
DISPOSABLE LIGHTERS	49.6	50.4
COLOR FILM		
INSTANT DEVELOPING	46.6	53.4
35 MM FILM		
PRINTS	53.5	46.5
SLIDES	59.6	40.4
110 INSTANT LOAD/CARTRIDGE	40.0	60.0
126 INSTANT LOAD/CARTRIDGE	41.5	58.5
DISC	39.8	60.2
MOVIE FILM	49.4	50.6
P-16 DISTILLED SPIRITS AND MIXES		
BRANDY AND COGNAC	57.3	42.7
CORDIALS AND LIQUEURS	45.0	55.0
GIN	59.5	40.5
RUM	53.4	46.6
TEQUILA	56.6	43.4
WHISKY	54.1	45.9
WHISKEYS		
BLENDED OR RYE	60.9	39.1
BOURBON	64.2	35.8
CANADIAN	61.6	38.4
SCOTCH	61.5	38.5
PREPARED COCKTAIL MIXES		
WITH LIQUOR	52.1	47.9
PREPARED COCKTAIL MIXES		
WITHOUT LIQUOR	52.4	47.6
P-17 MALT BEVERAGES AND WINE		
MALT BEVERAGES		
ALE	66.0	34.0
DOMESTIC BEER, LIGHT/LOW CALORIE	63.8	36.2
DOMESTIC BEER, REGULAR	75.6	24.4
DRAFT BEER	72.9	27.1
IMPORTED BEER	69.1	30.9
MALT LIQUOR	64.9	35.1
WINES		
APERITIFS AND SPECIALTY WINES	48.6	51.4
CHAMPAGNE, COLD DUCK AND		
SPARKLING WINES	45.1	54.9
DINNER/TABLE WINES, DOMESTIC	47.1	52.9
DINNER/TABLE WINES,		
REDUCED CALORIE "LIGHT" DOMESTIC	41.0	59.0
DINNER/TABLE WINES, IMPORTED	47.2	52.8
PORT, SHERRY & DESSERT WINES	43.1	56.9
SANGRIA/POP/PARTY WINES	48.1	51.9
VERMOUTH	58.5	41.5
P-18 COFFEE, TEA, MILK, SOFT DRINKS,		
JUICES AND BOTTLED WATER		
CARBONATED SOFT DRINKS		
COLA, DIET, SUGAR FREE OR		
LOW CALORIE	39.6	60.4
COLA, REGULAR (NOT DIET)	54.2	45.8
OTHER DIET, SUGAR FREE OR		
LOW CALORIE (NOT COLAS)	43.1	56.9
OTHER REGULAR (NOT COLAS)		
(NOT DIET)	53.3	46.7
NATURAL SPRING OR MINERAL		
WATER, BOTTLED	46.7	53.3
TEA, CANNED	44.5	55.5
P-19 DAIRY PRODUCTS, SPREADS, COOKIES		
DESSERTS, BAKING & BREAD PRODUCTS		
YOGURT (NOT BOUGHT FROZEN)	36.4	63.6

RELATIVE VOLUME OF CONSUMPTION BY SEX

	MALES	FEMALES
	%	%
P-22 CHEWING GUM, CANDY AND SNACKS		
CHEWING GUM	42.8	57.2
REGULAR CANDY BARS & PACKAGES: BUY	45.4	54.6
: EAT	50.7	49.3
FUN, MINIATURE AND SNACK SIZE		
CANDY BARS AND PACKAGES: BUY	41.8	58.2
: EAT	47.3	52.7
HARD ROLL CANDY	42.1	57.9
P-24 HOUSEHOLD CLEANERS, ROOM		
DEODORIZERS & PET FOODS		
PET FOOD/CAT BOX FILLER		
CANNED CAT FOOD	44.8	55.2
PACKAGED DRY CAT FOOD	46.0	54.0
PACKAGED SOFT/MOIST CAT FOOD	43.4	56.6
CAT BOX FILLER	44.6	55.4
CANNED DOG FOOD	45.7	54.3
PACKAGED DRY DOG FOOD	48.7	51.3
PACKAGED MOIST DOG FOOD	45.7	54.3
DOG BISCUITS OR TREATS	47.3	52.7
P-25 HEALTH CARE PRODUCTS AND REMEDIES		
ATHLETE'S FOOT REMEDIES		
(NON-PRESCRIPTION)	70.0	30.0
COLD, ALLERGY & SINUS REMEDIES		
(NON-PRESCRIPTION)	44.7	55.3
COUGH DROPS (NON-PRESCRIPTION)	41.2	58.8
COUGH SYRUP (NON-PRESCRIPTION)	40.1	59.9
EYE DROPS & EYE WASH		
(NON-PRESCRIPTION)	42.1	57.9
HEADACHE REMEDIES AND PAIN		
RELIEVERS (NON-PRESCRIPTION)	41.3	58.7
INDIGESTION AIDS AND UPSET STOMACH		
REMEDIES (NON-PRESCRIPTION)	44.6	55.4
LAXATIVES (NON-PRESCRIPTION)	39.7	60.3
NASAL SPRAYS (NON-PRESCRIPTION)	48.8	51.2
PAIN RELIEVING RUBS AND LIQUIDS		
(NON-PRESCRIPTION)	41.0	59.0
SUNTAN AND SUNSCREEN PRODUCTS		
(APPLIED TO THE SKIN)	40.5	59.5
THROAT LOZENGES, MEDICATED	42.4	57.6
VITAMIN TABLETS, CAPSULES, OR		
LIQUID (NON-PRESCRIPTION)	43.0	57.0
P-26 ORAL HYGIENE PRODUCTS, SKIN CARE		
AND DEODORANTS		
BREATH FRESHENERS	41.0	59.0
DENTURE CLEANSERS	40.4	59.6
DEODORANTS AND ANTI-PERSPIRANTS	44.8	55.2
HAND AND BODY CREAM LOTION OR OIL	28.5	71.5
MEDICATED SKIN CARE PRODUCTS	31.1	68.9
MOUTHWASH	45.4	54.6
TOOTHPASTE	44.3	55.7
P-27 HAIR CARE AND SHAVING PRODUCTS		
HAIR CARE		
CREME RINSE & HAIR CONDITIONER	35.1	64.9
HAIR SPRAYS	33.4	66.6
SHAMPOO	50.4	49.6
HAIR COLORING PRODUCTS	27.4	72.6
HOME PERMANENTS	24.0	76.0
SHAVING PRODUCTS		
DISPOSABLE SHAVERS	50.3	49.7
ELECTRIC & BATTERY SHAVERS	82.9	17.1
RAZOR BLADES		
(FOR NON-DISPOSABLE SHAVERS)	66.1	33.9
SHAVING CREAM OR GEL	82.9	17.1

RELATIVE VOLUME OF CONSUMPTION
CAR RENTAL (P-1)
(MALES)

	TOTAL U.S. % DOWN	TOTAL		BUSINESS RELATED		PERSONAL ONLY		B	D	B	D	B	D	B	D
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX								
TOTAL MALES	100.0	100.0	100	100.0	100	100.0	100								
HOUSEHOLD HEADS	83.8	88.5	106	89.0	106	87.8	105								
18 - 24	17.6	9.0	51	8.1	46	10.5	59								
25 - 34	24.4	27.1	111	27.4	112	25.7	106								
35 - 44	17.9	23.6	132	26.7	149	15.1	85								
45 - 54	13.7	25.2	184	25.1	183	28.7	209								
55 - 64	13.1	9.9	76	9.9	76	10.4	79								
65 OR OLDER	13.3	5.1	38	2.9	22	9.6	72								
18 - 34	42.0	36.1	86	35.4	84	36.2	86								
18 - 49	66.7	71.7	107	75.5	113	64.6	97								
25 - 54	56.0	76.0	136	79.1	141	69.6	124								
35 - 49	24.8	35.6	144	40.1	162	28.4	115								
50 OR OLDER	33.3	28.3	85	24.5	74	35.4	106								
GRADUATED COLLEGE	20.2	50.0	248	55.0	273	42.4	210								
ATTENDED COLLEGE	17.2	17.9	104	18.4	107	15.6	91								
GRADUATED HIGH SCHOOL	36.1	21.7	60	17.2	48	29.2	81								
DID NOT GRADUATE HIGH SCHOOL	26.6	10.4	39	9.4	35	12.8	48								
EMPLOYED FULL-TIME	66.0	86.2	131	89.1	135	80.5	122								
EMPLOYED PART-TIME	5.2	2.6	50	2.3	45	3.3	63								
NOT EMPLOYED	28.8	11.2	39	8.6	30	16.2	56								
PROFESSIONAL/MANAGER	19.0	51.6	272	58.4	308	39.9	210								
TECH/CLERICAL/SALES	14.2	17.4	123	16.9	111	17.2	121								
PRECISION/CRAFT	14.6	10.4	71	7.4	51	16.1	110								
OTHER EMPLOYED	23.4	9.4	40	8.7	37	10.6	45								
SINGLE	24.7	19.3	78	16.1	65	26.0	105								
MARRIED	65.5	68.4	104	72.8	111	59.2	90								
DIVORCED/SEPARATED/WIDOWED	9.8	12.4	126	11.1	113	14.8	151								
PARENTS	32.0	36.8	115	41.3	129	25.5	80								
WHITE	87.9	88.6	101	88.3	101	88.5	101								
BLACK	10.0	8.6	86	9.1	91	7.5	76								
OTHER	2.1	2.9	135	2.6	120	4.0	185								
NORTHEAST-CENSUS	21.7	28.2	130	27.8	128	26.7	123								
NORTH CENTRAL	25.8	21.2	82	22.5	87	16.4	64								
SOUTH	33.7	26.6	79	28.0	83	28.1	83								
WEST	18.8	24.0	128	21.7	115	28.8	153								
NORTHEAST-MKTG.	22.7	30.8	136	30.9	136	28.2	124								
EAST CENTRAL	14.8	9.7	66	8.4	57	11.6	78								
WEST CENTRAL	17.1	16.3	96	17.8	104	11.5	67								
SOUTH	29.2	22.9	78	25.1	86	23.1	79								
PACIFIC	16.2	20.3	125	17.8	110	25.7	158								
COUNTY SIZE A	41.1	57.2	139	58.5	182	58.4	142								
COUNTY SIZE B	30.0	27.4	91	26.2	87	27.6	92								
COUNTY SIZE C	16.0	10.2	64	8.9	56	11.8	74								
COUNTY SIZE D	12.9	5.2	40	6.4	50	2.2	17								
METRO CENTRAL CITY	29.3	35.3	121	33.4	114	42.2	144								
METRO SUBURBAN	46.6	53.1	114	56.0	120	45.1	97								
NON METRO	24.2	11.5	48	10.5	44	12.8	53								
TOP 5 ADI'S	23.6	34.6	147	35.6	151	30.9	131								
TOP 10 ADI'S	33.0	48.5	147	48.7	148	49.9	151								
TOP 20 ADI'S	46.2	62.5	135	61.9	134	66.4	144								
HSHLD INC. \$50,000 OR MORE	11.8	29.0	247	33.4	284	23.2	197								
\$40,000 OR MORE	22.7	49.6	218	51.8	228	47.6	210								
\$30,000 OR MORE	39.6	71.0	180	73.5	186	66.5	168								
\$25,000 OR MORE	50.3	79.5	158	82.5	164	72.8	145								
\$20,000 - \$24,999	10.9	7.2	66	7.2	66	6.7	61								
\$15,000 - \$19,999	10.0	5.0	50	3.5	35	7.6	75								
\$10,000 - \$14,999	14.0	5.2	37	4.8	34	6.6	47								
UNDER \$10,000	14.7	3.2	22	2.0	13	6.3	43								
HOUSEHOLD OF 1 PERSON	9.4	13.1	140	12.8	136	13.9	148								
2 PEOPLE	31.2	28.2	90	24.6	79	34.4	110								
3 OR 4 PEOPLE	41.2	42.5	103	45.5	110	37.3	90								
5 OR MORE PEOPLE	18.1	16.1	89	17.1	94	14.4	79								
NO CHILD IN HSHLD	59.0	60.9	103	56.3	95	72.8	123								
CHILD(REN) UNDER 2 YRS	6.1	4.1	67	4.6	76	2.3	38								
2 - 5 YEARS	14.0	14.8	105	16.0	114	11.5	82								
6 - 11 YEARS	17.9	17.9	100	19.9	111	14.1	79								
12 - 17 YEARS	22.0	21.2	96	25.0	114	12.1	55								
RESIDENCE OWNED	71.2	74.6	105	77.2	109	69.1	97								
VALUE: \$50,000 OR MORE	43.9	62.7	143	66.6	152	54.7	125								
VALUE: UNDER \$50,000	27.2	11.9	44	10.6	39	14.4	53								

RELATIVE VOLUME OF CONSUMPTION
CAR RENTAL (P-1)
(FEMALES)

	TOTAL U.S. % DOWN	TOTAL		BUSINESS RELATED		PERSONAL ONLY		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX						
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100						
FEMALE HOMEMAKERS	91.5	94.8	104	98.8	108	91.2	100						
EMPLOYED MOTHERS	21.1	21.6	102	20.6	98	22.1	104						
18 - 24	16.6	13.0	78	8.9	54	16.3	98						
25 - 34	22.8	25.6	112	21.8	95	28.1	123						
35 - 44	16.7	28.6	171	37.8	226	23.0	138						
45 - 54	12.9	18.1	140	18.8	145	16.4	126						
55 - 64	13.4	8.6	64	8.9	67	8.0	60						
65 OR OLDER	17.5	6.1	35	3.8	22	8.2	47						
18 - 34	39.5	38.6	98	30.7	78	44.4	112						
18 - 49	62.3	76.8	123	77.0	123	77.5	124						
25 - 54	52.5	72.3	138	78.3	149	67.5	129						
35 - 49	22.9	38.1	167	46.2	202	33.1	145						
50 OR OLDER	37.7	23.2	62	23.0	61	22.5	60						
GRADUATED COLLEGE	13.7	35.6	260	34.6	253	35.6	260						
ATTENDED COLLEGE	17.3	24.6	142	25.1	145	22.7	131						
GRADUATED HIGH SCHOOL	41.7	25.8	62	20.4	49	30.3	73						
DID NOT GRADUATE HIGH SCHOOL	27.3	14.1	52	19.8	73	11.3	41						
EMPLOYED FULL-TIME	40.1	63.6	159	68.5	171	57.6	144						
EMPLOYED PART-TIME	9.6	7.4	77	6.9	72	7.5	77						
NOT EMPLOYED	50.3	29.0	58	24.6	49	35.0	70						
PROFESSIONAL/MANAGER	12.2	36.0	294	37.8	310	33.2	271						
TECH/CLERICAL/SALES	22.2	24.3	110	25.9	117	22.1	100						
PRECISION/CRAFT	1.2	1.7	143	1.4	123	2.4	204						
OTHER EMPLOYED	14.1	9.1	64	10.3	73	7.4	52						
SINGLE	18.1	22.9	127	17.4	96	28.0	155						
MARRIED	58.4	60.5	104	64.2	110	57.5	98						
DIVORCED/SEPARATED/WIDOWED	23.5	16.6	71	18.4	78	14.6	62						
PARENTS	38.3	33.3	87	34.1	89	34.7	90						
WHITE	86.4	83.6	97	85.8	99	81.0	94						
BLACK	11.4	11.6	102	12.0	106	11.5	101						
OTHER	2.2	4.8	215	2.2	100	7.5	334						
NORTHEAST-CENSUS	22.4	32.0	143	29.7	133	33.2	148						
NORTH CENTRAL	25.1	22.4	89	23.5	94	24.8	99						
SOUTH	34.0	22.3	66	19.2	56	23.7	70						
WEST	18.5	23.3	126	27.6	149	18.3	99						
NORTHEAST-MKTG.	22.8	35.3	155	32.2	141	36.6	161						
EAST CENTRAL	14.8	9.2	62	8.6	58	9.3	63						
WEST CENTRAL	16.9	18.0	106	19.7	116	20.6	122						
SOUTH	29.1	17.8	61	15.7	54	18.7	64						
PACIFIC	16.4	19.8	121	23.7	145	14.8	91						
COUNTY SIZE A	41.5	56.9	137	61.3	148	54.9	132						
COUNTY SIZE B	30.3	28.6	94	29.5	97	26.0	86						
COUNTY SIZE C	15.4	11.7	76	7.9	52	15.0	97						
COUNTY SIZE D	12.8	2.7	21	1.2	10	4.2	32						
METRO CENTRAL CITY	30.3	42.6	140	50.5	167	37.6	124						
METRO SUBURBAN	45.1	47.6	106	43.3	96	49.6	110						
NON METRO	24.6	9.8	40	6.2	25	12.9	52						
TOP 5 ADI'S	23.6	34.3	146	41.1	175	31.5	134						
TOP 10 ADI'S	32.5	46.6	144	50.6	156	45.8	141						
TOP 20 ADI'S	46.2	62.3	135	65.4	141	61.4	133						
HSGLD INC. \$50,000 OR MORE	9.0	23.5	262	24.3	271	22.1	247						
\$40,000 OR MORE	17.2	38.7	224	42.2	245	33.3	194						
\$30,000 OR MORE	32.0	55.2	172	57.3	179	50.5	158						
\$25,000 OR MORE	41.2	65.1	158	64.0	156	63.2	153						
\$20,000 - \$24,999	11.2	12.7	113	12.1	108	14.0	124						
\$15,000 - \$19,999	10.4	8.1	78	9.2	88	10.1	97						
\$10,000 - \$14,999	15.2	5.8	38	5.4	36	6.1	40						
UNDER \$10,000	22.0	8.3	38	9.3	42	6.6	30						
HOUSEHOLD OF 1 PERSON	13.6	14.2	105	16.5	122	12.4	92						
2 PEOPLE	30.6	41.1	135	46.0	151	34.6	113						
3 OR 4 PEOPLE	38.7	30.7	79	25.0	65	34.8	90						
5 OR MORE PEOPLE	17.2	14.0	82	12.5	73	18.2	106						
NO CHILD IN HSHLD	56.3	65.4	116	65.0	115	63.8	113						
CHILD(REN) UNDER 2 YRS	6.8	7.5	109	5.6	82	12.3	180						
2 - 5 YEARS	17.2	12.8	74	12.1	70	12.6	73						
6 - 11 YEARS	18.4	14.1	77	15.9	86	15.5	84						
12 - 17 YEARS	21.7	18.2	84	17.5	81	18.6	86						
RESIDENCE OWNED	69.4	69.4	100	66.2	95	69.6	100						
VALUE: \$50,000 OR MORE	40.0	57.9	145	60.1	150	52.9	132						
VALUE: UNDER \$50,000	29.4	11.5	39	6.1	21	16.7	57						

RELATIVE VOLUME OF CONSUMPTION
AUTOMOTIVE PRODUCTS & SERVICES (P-3)
(MALES)

	TOTAL U.S. % DOWN	AIR FILTERS		ANTI-FREEZE		BRAKE LININGS/PADS		CAR BATTERIES		CAR MAX & POLISH		GASOLINE & DIESEL FUEL	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL MALES	100.0												
HOUSEHOLD HEADS	83.8	87.6	105	86.3	103	85.8	102	85.2	102	80.9	97	86.8	104
18 - 24	17.6	14.0	80	15.4	88	16.2	92	16.0	91	19.8	113	14.8	84
25 - 34	24.4	24.1	99	24.1	99	25.5	105	23.7	97	29.3	120	25.8	106
35 - 44	17.9	19.5	109	19.6	110	21.4	119	20.4	114	20.1	112	19.9	111
45 - 54	13.7	17.4	126	16.1	117	16.7	121	15.9	116	12.3	89	15.6	113
55 - 64	13.1	14.2	109	14.1	107	11.8	90	12.6	97	9.8	75	13.7	105
65 OR OLDER	13.3	10.7	81	10.6	80	8.4	63	11.3	85	8.7	66	10.2	77
18 - 34	42.0	38.1	91	39.6	94	41.7	99	39.7	95	49.1	117	40.7	97
18 - 49	66.7	66.4	99	67.8	102	71.6	107	68.4	102	75.7	113	68.6	103
25 - 54	56.0	61.0	109	59.9	107	63.6	113	60.0	107	61.6	110	61.3	109
35 - 49	24.8	28.3	114	28.3	114	29.9	121	28.6	116	26.6	107	27.9	113
50 OR OLDER	33.3	33.6	101	32.1	97	28.4	85	31.6	95	24.3	73	31.4	95
GRADUATED COLLEGE	20.2	20.7	103	18.0	89	19.2	95	20.8	103	19.7	98	21.1	105
ATTENDED COLLEGE	17.2	19.5	113	18.3	107	20.2	118	18.4	107	20.2	117	18.3	107
GRADUATED HIGH SCHOOL	36.1	38.1	106	39.8	110	38.9	108	37.6	104	41.6	115	38.3	106
DID NOT GRADUATE HIGH SCHOOL	26.6	21.7	81	23.9	90	21.7	82	23.2	87	18.6	70	22.3	84
EMPLOYED FULL-TIME	66.0	72.4	110	71.2	108	72.4	110	69.7	106	71.9	109	73.1	111
EMPLOYED PART-TIME	5.2	4.5	86	5.0	96	6.3	122	5.8	112	5.3	102	4.7	91
NOT EMPLOYED	28.8	23.1	80	23.9	83	21.2	74	24.4	85	22.8	79	22.1	77
PROFESSIONAL/MANAGER	19.0	20.6	109	18.4	97	19.1	101	19.7	104	18.7	99	21.3	112
TECH/CLERICAL/SALES	14.2	15.8	111	14.9	105	15.7	111	14.0	98	16.1	113	14.9	105
PRECISION/CRAFT	14.6	17.0	116	17.2	117	17.8	121	15.4	105	17.0	116	16.8	114
OTHER EMPLOYED	23.4	23.5	100	25.7	110	26.2	112	26.5	113	25.4	109	24.9	106
SINGLE	24.7	19.3	78	20.0	81	20.9	85	20.9	85	27.1	110	20.3	82
MARRIED	65.5	72.0	110	71.9	110	71.6	109	70.7	108	65.1	99	71.1	109
DIVORCED/SEPARATED/WIDOWED	9.8	8.7	89	8.1	83	7.4	76	8.4	85	7.8	79	8.6	87
PARENTS	32.0	35.0	109	36.8	115	39.3	123	37.0	116	36.0	113	36.6	114
WHITE	87.9	91.2	104	89.7	102	91.0	104	89.0	101	88.9	101	90.3	103
BLACK	10.0	7.1	71	8.5	86	7.2	72	9.2	92	9.7	97	7.9	79
OTHER	2.1	1.7	80	1.8	82	1.8	85	*1.9	87	1.5	68	1.9	88
NORTHEAST-CENSUS	21.7	18.8	86	19.8	91	20.1	93	17.1	79	18.8	87	19.6	90
NORTH CENTRAL	25.8	27.5	107	30.0	116	26.5	103	26.5	103	27.7	107	27.0	105
SOUTH	33.7	33.6	100	33.5	99	32.9	98	36.1	107	32.7	97	35.3	105
WEST	18.8	20.1	107	16.7	89	20.5	109	20.3	108	20.7	110	18.1	96
NORTHEAST-MKTG.	22.7	19.5	86	20.3	90	19.5	86	18.2	80	20.0	88	21.0	92
EAST CENTRAL	14.8	14.1	95	16.3	110	16.9	114	15.2	103	16.6	112	15.0	101
WEST CENTRAL	17.1	19.7	116	20.5	120	16.0	94	17.4	102	17.2	101	17.8	104
SOUTH	29.2	30.0	103	29.8	102	29.6	101	31.9	109	27.9	95	30.9	106
PACIFIC	16.2	16.6	102	13.1	81	18.0	111	17.3	106	18.2	112	15.3	94
COUNTY SIZE A	41.1	37.5	91	35.5	86	39.5	96	37.0	90	39.9	97	38.7	94
COUNTY SIZE B	30.0	30.7	102	32.1	107	32.5	108	30.5	101	32.5	108	30.7	102
COUNTY SIZE C	16.0	17.1	107	17.2	107	16.8	105	17.9	112	15.9	99	16.8	105
COUNTY SIZE D	12.9	14.7	114	15.3	119	11.1	87	14.6	114	11.8	92	13.8	107
METRO CENTRAL CITY	29.3	25.1	86	25.1	86	27.3	93	26.3	90	26.4	90	25.2	86
METRO SUBURBAN	46.6	48.3	104	47.3	102	48.7	105	46.4	100	50.0	107	49.1	105
NON METRO	24.2	26.6	110	27.6	114	24.0	99	27.3	113	23.6	98	25.7	106
TOP 5 ADI'S	23.6	19.9	84	19.9	84	21.7	92	20.8	88	22.9	97	21.0	89
TOP 10 ADI'S	33.0	29.5	89	28.4	86	29.9	91	29.5	89	30.8	93	30.7	93
TOP 20 ADI'S	46.2	42.7	92	40.8	88	45.7	99	42.2	91	44.4	96	44.1	96
HSHLD INC. \$50,000 OR MORE	11.8	12.9	110	11.5	98	13.5	115	12.0	102	11.6	99	13.1	111
\$40,000 OR MORE	22.7	25.6	113	23.3	103	25.9	114	23.4	103	24.4	107	25.2	111
\$30,000 OR MORE	39.6	45.1	114	42.3	107	45.5	115	40.6	103	44.6	113	44.5	112
\$25,000 OR MORE	50.3	56.9	113	54.3	108	57.2	114	51.8	103	56.1	112	56.0	111
\$20,000 - \$24,999	10.9	11.5	105	12.1	110	11.3	104	11.9	109	11.4	104	11.3	103
\$15,000 - \$19,999	10.0	9.3	92	10.0	99	9.8	97	9.0	90	11.0	109	9.9	98
\$10,000 - \$14,999	14.0	12.6	90	12.3	88	10.8	77	14.4	103	12.1	87	12.6	90
UNDER \$10,000	14.7	9.8	67	11.4	78	11.0	75	12.8	87	9.4	63	10.2	69
HOUSEHOLD OF 1 PERSON	9.4	8.2	87	7.1	75	6.7	71	7.4	79	8.1	86	7.6	81
2 PEOPLE	31.2	32.0	102	29.6	95	26.9	86	28.5	91	28.1	90	30.5	98
3 OR 4 PEOPLE	41.2	43.0	104	43.4	105	45.3	110	43.1	105	44.6	108	43.1	104
5 OR MORE PEOPLE	18.1	16.9	93	19.9	110	21.1	116	21.0	116	19.2	106	18.8	104
NO CHILD IN HSHLD	59.0	58.1	98	54.9	93	51.2	87	53.5	91	54.8	93	55.7	94
CHILD(REN) UNDER 2 YRS	6.1	5.7	95	5.7	94	6.1	101	5.7	95	7.0	116	6.1	101
2 - 5 YEARS	14.0	13.2	94	14.2	101	15.1	108	14.6	104	15.9	114	15.2	108
6 - 11 YEARS	17.9	18.2	101	19.7	110	21.3	119	20.4	114	19.1	107	19.6	110
12 - 17 YEARS	22.0	22.6	103	25.7	117	27.3	124	26.6	121	23.8	109	23.8	109
RESIDENCE OWNED	71.2	76.7	108	76.8	108	73.7	104	74.1	104	73.0	103	75.9	107
VALUE: \$50,000 OR MORE	43.9	49.0	112	46.4	106	48.0	109	45.2	103	45.9	104	47.6	108
VALUE: UNDER \$50,000	27.2	27.7	102	30.4	112	25.7	94	28.8	106	27.1	99	28.3	104

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

-PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
-NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
AUTOMOTIVE PRODUCTS & SERVICES (P-3)
(FEMALES)

	TOTAL U.S. % DOWN	AIR FILTERS		ANTI-FREEZE		BRAKE LININGS/PADS		CAR BATTERIES		CAR WAX & POLISH		GASOLINE & DIESEL FUEL	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
FEMALE HOMEOWNERS	91.5	94.6	103	94.0	103	91.0	99	92.4	101	89.0	97	92.5	101
EMPLOYED MOTHERS	21.1	24.5	116	25.9	122	26.1	124	26.6	126	23.8	113	28.3	134
18 - 24	16.6	12.6	76	12.4	75	18.3	110	16.1	97	18.8	113	15.5	93
25 - 34	22.8	24.6	108	23.7	104	29.0	127	22.7	100	27.8	122	26.3	115
35 - 44	16.7	20.5	123	21.3	128	20.6	124	22.0	131	17.7	106	21.6	129
45 - 54	12.9	14.2	109	15.6	121	13.0	100	13.8	107	13.0	101	14.6	113
55 - 64	13.4	13.5	101	13.5	101	10.2	76	12.1	91	11.8	88	11.8	88
65 OR OLDER	17.5	14.7	84	13.5	77	8.9	51	13.2	76	10.9	62	10.2	58
18 - 34	39.5	37.2	94	36.1	91	47.2	120	38.8	98	46.6	118	41.8	106
18 - 49	62.3	64.7	104	65.1	104	74.0	119	68.5	110	71.0	114	70.5	113
25 - 54	52.5	59.3	113	60.6	116	62.6	119	58.5	112	58.5	111	62.5	119
35 - 49	22.9	27.5	120	29.0	127	26.7	117	29.6	130	24.3	106	28.7	126
50 OR OLDER	37.7	35.3	94	34.9	93	26.0	69	31.5	84	29.0	77	29.5	78
GRADUATED COLLEGE	13.7	15.4	112	13.6	99	15.0	110	11.2	82	14.4	105	15.6	114
ATTENDED COLLEGE	17.3	19.0	110	18.7	108	21.3	123	20.8	120	19.0	110	20.1	116
GRADUATED HIGH SCHOOL	41.7	44.0	105	45.4	109	45.0	108	43.6	104	45.7	110	44.7	107
DID NOT GRADUATE HIGH SCHOOL	27.3	21.7	79	22.4	82	18.6	68	24.4	89	20.9	77	19.6	72
EMPLOYED FULL-TIME	40.1	48.5	121	47.1	117	49.6	124	44.7	112	46.0	115	48.8	122
EMPLOYED PART-TIME	9.6	9.1	95	9.0	94	10.0	104	9.1	95	11.6	121	11.0	114
NOT EMPLOYED	50.3	42.4	84	43.9	87	40.4	80	46.1	92	42.4	84	40.2	80
PROFESSIONAL/MANAGER	12.2	15.5	127	13.7	112	13.3	109	12.3	101	13.1	107	15.3	125
TECH/CLERICAL/SALES	22.2	25.6	115	23.1	104	28.8	130	23.8	107	26.7	120	27.1	122
PRECISION/CRAFT	1.2	1.1	97	1.4	122	*1.1	99	*1.3	117	1.3	115	1.5	126
OTHER EMPLOYED	14.1	15.4	109	17.9	127	16.4	116	16.4	116	16.5	116	16.0	113
SINGLE	18.1	13.9	77	14.1	78	18.0	100	17.5	97	19.7	109	15.6	87
MARRIED	58.4	65.7	112	65.8	113	62.9	108	62.7	107	62.0	106	66.0	113
DIVORCED/SEPARATED/WIDOWED	23.5	20.5	87	20.0	85	19.1	81	19.7	84	18.3	78	18.3	78
PARENTS	38.3	40.3	105	43.3	113	46.1	120	44.8	117	41.3	108	46.1	120
WHITE	86.4	91.2	106	88.2	102	89.0	103	87.2	101	88.5	102	89.6	104
BLACK	11.4	7.0	61	9.7	85	9.0	79	10.6	93	9.5	84	8.3	73
OTHER	2.2	1.8	82	2.1	95	*2.0	90	*2.2	98	2.0	90	2.1	93
NORTHEAST-CENSUS	22.4	18.5	83	19.5	87	22.9	102	17.6	79	21.7	97	19.4	87
NORTH CENTRAL	25.1	28.5	114	29.7	118	26.0	104	24.9	99	26.4	105	26.9	107
SOUTH	34.0	33.0	97	34.8	102	30.3	89	36.7	108	32.4	95	34.7	102
WEST	18.5	20.0	108	16.0	86	20.8	112	20.8	112	19.6	106	19.0	103
NORTHEAST-MKTG.	22.8	20.4	90	20.9	92	22.6	99	18.7	82	23.0	101	21.4	94
EAST CENTRAL	14.8	15.2	103	16.4	111	14.8	114	14.1	96	16.5	112	14.9	101
WEST CENTRAL	16.9	19.4	115	20.3	120	14.4	85	17.2	101	16.5	97	17.9	105
SOUTH	29.1	27.8	95	29.1	100	27.2	93	31.6	109	26.4	91	29.2	100
PACIFIC	16.4	17.1	105	13.2	81	18.9	116	18.4	113	17.6	107	16.6	102
COUNTY SIZE A	41.5	39.0	94	35.9	87	43.6	105	39.5	95	41.8	101	40.0	96
COUNTY SIZE B	30.3	31.7	105	32.1	106	32.4	107	30.2	99	32.1	106	30.6	101
COUNTY SIZE C	15.4	15.2	99	16.5	107	14.7	96	17.6	115	13.7	89	15.9	104
COUNTY SIZE D	12.8	14.0	110	15.5	121	9.3	73	12.7	99	12.4	97	13.5	105
METRO CENTRAL CITY	30.3	25.6	84	23.8	78	29.0	96	26.6	88	26.5	87	25.0	82
METRO SUBURBAN	45.1	49.6	110	48.3	107	52.5	116	46.6	103	50.3	111	50.4	112
NON METRO	24.6	24.8	101	27.9	114	18.5	75	26.9	109	23.3	95	24.5	100
TOP 5 ADI'S	23.6	21.4	91	18.3	78	26.5	113	21.4	91	24.0	102	21.8	93
TOP 10 ADI'S	32.5	30.2	93	26.8	83	33.2	102	28.7	88	31.4	97	31.0	95
TOP 20 ADI'S	46.2	42.9	93	40.2	87	46.6	101	42.7	92	46.7	101	45.0	97
HSGLD INC. \$50,000 OR MORE	9.0	9.5	105	8.4	93	9.3	103	8.8	98	10.2	114	10.9	121
\$40,000 OR MORE	17.2	20.5	119	18.8	109	21.7	126	17.0	99	20.7	120	21.2	123
\$30,000 OR MORE	32.0	37.6	117	34.0	106	37.2	116	31.9	100	36.2	113	39.9	124
\$25,000 OR MORE	41.2	47.6	116	44.3	108	47.3	115	41.4	101	47.3	115	50.4	123
\$20,000 - \$24,999	11.2	12.2	108	12.9	115	12.7	113	13.2	118	11.8	105	11.8	105
\$15,000 - \$19,999	10.4	12.0	115	11.6	111	12.7	122	12.0	115	11.0	105	10.6	102
\$10,000 - \$14,999	15.2	16.0	105	15.9	105	15.2	100	16.1	106	15.4	101	14.1	92
UNDER \$10,000	22.0	12.3	56	15.3	70	12.2	55	17.3	79	14.5	66	13.1	60
HOUSEHOLD OF 1 PERSON	13.6	11.2	83	9.2	68	7.7	57	9.0	67	8.4	62	9.3	68
2 PEOPLE	30.6	32.5	106	30.0	98	27.6	90	29.1	95	30.6	100	28.1	92
3 OR 4 PEOPLE	38.7	40.3	104	40.8	105	45.7	118	43.1	111	42.9	111	43.1	111
5 OR MORE PEOPLE	17.2	16.0	93	20.1	117	19.0	111	18.8	109	18.1	106	19.5	114
NO CHILD IN HSHLD	56.3	56.5	100	52.2	93	48.2	86	50.4	89	53.2	94	48.7	86
CHILD(REN) UNDER 2 YRS	6.8	5.9	86	6.3	92	6.3	93	7.3	107	6.0	88	6.8	100
2 - 5 YEARS	17.2	15.1	87	17.3	100	19.7	114	17.9	104	19.0	110	19.5	113
6 - 11 YEARS	18.4	18.8	102	19.7	107	22.1	120	21.5	117	20.7	113	21.7	118
12 - 17 YEARS	21.7	23.0	106	25.9	119	24.8	114	26.7	123	23.5	109	26.7	123
RESIDENCE OWNED	69.4	75.6	109	75.5	109	70.2	101	72.3	104	73.0	105	74.2	107
VALUE: \$50,000 OR MORE	40.0	45.4	113	42.3	106	44.3	111	40.8	102	42.8	107	45.3	113
VALUE: UNDER \$50,000	29.4	30.3	103	33.2	113	25.9	88	31.4	107	30.3	103	28.9	98

RELATIVE VOLUME OF CONSUMPTION
AUTOMOTIVE PRODUCTS & SERVICES (P-3)
(MALES)

	TOTAL U.S. % DOWN	GASOLINE ADDITIVES		MOTOR OIL		MOTOR OIL ADDITIVES		MUFFLERS		OIL FILTERS		SHOCK ABSORBERS	
		B	D	B	D	B	D	B	D	B	D	B	D
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL MALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
HOUSEHOLD HEADS	83.8	84.7	101	86.5	103	84.1	100	86.5	103	87.9	105	86.1	103
18 - 24	17.6	14.9	84	15.1	86	17.0	97	15.3	87	13.6	77	16.3	93
25 - 34	24.4	21.3	87	24.9	102	26.5	109	22.4	92	25.1	103	25.7	105
35 - 44	17.9	21.0	117	20.0	112	21.8	122	21.5	120	19.9	111	19.7	110
45 - 54	13.7	14.3	104	16.0	117	11.1	81	15.4	112	16.8	122	16.6	121
55 - 64	13.1	13.3	101	13.1	100	13.8	105	14.4	110	13.8	105	12.4	94
65 OR OLDER	13.3	15.3	115	10.9	82	9.9	74	11.1	83	10.8	82	9.3	70
18 - 34	42.0	36.1	86	40.0	95	43.5	104	37.7	90	38.7	92	42.0	100
18 - 49	66.7	64.9	97	68.3	102	71.0	106	66.9	100	67.0	100	71.0	106
25 - 54	56.0	56.6	101	60.9	109	59.3	106	59.3	106	61.8	110	62.0	111
35 - 49	24.8	28.7	116	28.3	114	27.5	111	29.2	118	28.3	114	29.0	117
50 OR OLDER	33.3	35.1	106	31.7	95	29.0	87	33.1	100	33.0	99	29.0	87
GRADUATED COLLEGE	20.2	15.7	78	19.8	98	12.5	62	18.9	94	21.8	108	19.7	98
ATTENDED COLLEGE	17.2	16.6	97	18.9	110	18.7	109	16.5	96	19.4	113	18.9	110
GRADUATED HIGH SCHOOL	36.1	35.8	99	38.3	106	38.7	107	40.4	112	37.8	105	38.4	107
DID NOT GRADUATE HIGH SCHOOL	26.6	32.0	120	23.0	86	30.0	113	24.2	91	20.9	79	22.9	86
EMPLOYED FULL-TIME	66.0	63.8	97	71.8	109	64.8	98	71.2	108	73.1	111	73.5	111
EMPLOYED PART-TIME	5.2	6.5	125	4.8	93	10.2	197	5.9	113	4.3	82	5.1	99
NOT EMPLOYED	28.8	29.7	103	23.3	81	25.0	87	22.9	80	22.7	79	21.3	74
PROFESSIONAL/MANAGER	19.0	15.8	83	19.9	105	13.0	69	18.5	98	21.1	111	20.9	110
TECH/CLERICAL/SALES	14.2	12.8	90	15.1	106	14.9	105	13.2	93	15.6	110	17.3	122
PRECISION/CRAFT	14.6	15.9	109	17.1	117	19.8	135	19.5	133	16.6	113	16.9	116
OTHER EMPLOYED	23.4	25.7	110	24.6	105	27.4	117	25.9	111	24.2	103	23.6	101
SINGLE	24.7	22.7	92	20.5	83	22.5	91	21.0	85	19.0	77	21.4	87
MARRIED	65.5	68.4	104	70.8	108	68.5	105	70.2	107	72.9	111	70.6	108
DIVORCED/SEPARATED/WIDOWED	9.8	9.0	91	8.7	88	9.0	91	8.7	89	8.0	82	7.9	81
PARENTS	32.0	31.6	99	36.3	113	38.5	120	33.8	106	36.4	114	38.4	120
WHITE	87.9	87.9	100	90.7	103	87.7	100	92.2	105	92.5	105	90.1	102
BLACK	10.0	9.2	93	7.3	73	8.5	85	6.7	67	6.1	61	7.8	79
OTHER	2.1	2.9	134	2.0	94	3.8	177	**1.1	52	1.4	68	**2.1	98
NORTHEAST-CENSUS	21.7	22.7	105	17.5	81	16.9	78	28.3	131	17.2	79	22.1	102
NORTH CENTRAL	25.8	30.7	119	28.5	111	27.3	106	34.6	134	30.1	117	25.5	99
SOUTH	33.7	28.5	85	34.3	102	35.2	105	24.8	74	32.1	95	32.5	96
WEST	18.8	18.1	96	19.6	104	20.6	110	12.2	65	20.6	110	19.9	106
NORTHEAST-MKTG.	22.7	22.1	97	18.0	80	17.1	75	27.0	119	17.4	77	25.7	114
EAST CENTRAL	14.8	15.2	103	15.1	102	12.5	85	19.0	129	14.5	98	15.6	106
WEST CENTRAL	17.1	23.7	139	19.6	115	19.8	116	22.4	132	21.7	127	16.2	95
SOUTH	29.2	25.0	85	31.1	106	32.7	112	21.6	74	29.3	100	25.0	85
PACIFIC	16.2	14.1	87	16.2	100	17.9	110	10.0	61	17.1	105	17.5	108
COUNTY SIZE A	41.1	33.6	82	35.1	85	30.7	75	35.1	85	35.2	86	42.0	102
COUNTY SIZE B	30.0	31.0	103	32.1	107	32.6	109	31.1	103	31.8	106	31.9	106
COUNTY SIZE C	16.0	19.7	124	17.9	112	21.5	134	19.2	120	17.6	110	16.2	101
COUNTY SIZE D	12.9	15.7	122	15.0	117	15.2	118	14.6	114	15.4	120	9.9	77
METRO CENTRAL CITY	29.3	23.7	81	24.3	83	23.5	80	23.3	80	24.0	82	29.4	100
METRO SUBURBAN	46.6	46.7	100	48.5	104	47.3	102	49.1	105	48.3	104	50.6	109
NON METRO	24.2	29.6	122	27.2	113	29.2	121	27.6	114	27.7	115	20.0	83
TOP 5 ADI'S	23.6	21.5	91	18.7	79	17.9	76	20.5	87	18.2	77	22.1	94
TOP 10 ADI'S	33.0	27.8	84	27.1	82	24.2	73	29.7	90	26.3	80	33.3	101
TOP 20 ADI'S	46.2	38.8	84	40.8	88	34.0	74	42.2	91	40.5	88	47.2	102
HSHLD INC. \$50,000 OR MORE	11.8	9.5	81	12.2	104	7.6	64	10.8	92	12.8	109	14.4	123
\$40,000 OR MORE	22.7	21.9	96	23.8	105	17.0	75	23.0	101	25.4	112	26.8	118
\$30,000 OR MORE	39.6	36.6	92	42.8	108	34.6	88	42.6	108	45.5	115	46.4	117
\$25,000 OR MORE	50.3	48.0	95	54.8	109	47.7	95	55.1	110	57.7	115	58.4	116
\$20,000 - \$24,999	10.9	11.6	106	11.5	105	14.2	130	12.2	112	10.9	100	11.7	107
\$15,000 - \$19,999	10.0	10.0	100	10.0	99	10.7	107	8.5	84	9.3	92	9.7	97
\$10,000 - \$14,999	14.0	15.1	108	12.9	92	12.0	86	11.3	81	12.4	88	10.6	76
UNDER \$10,000	14.7	15.3	103	10.8	74	15.3	104	12.9	87	9.8	66	9.5	65
HOUSEHOLD OF 1 PERSON	9.4	9.3	99	7.3	77	6.9	73	6.7	71	7.6	81	7.3	78
2 PEOPLE	31.2	32.6	104	30.7	98	26.8	86	31.6	101	31.1	100	26.6	85
3 OR 4 PEOPLE	41.2	37.8	92	43.1	104	44.7	108	43.0	104	44.0	107	47.7	116
5 OR MORE PEOPLE	18.1	20.3	112	18.9	104	21.6	119	18.7	103	17.3	95	18.4	101
NO CHILD IN HSHLD	59.0	58.3	99	55.6	94	47.6	81	57.8	98	56.6	96	53.9	91
CHILD(REN) UNDER 2 YRS	6.1	4.7	78	6.3	105	7.6	125	5.0	83	6.3	105	5.5	92
2 - 5 YEARS	14.0	12.4	88	14.6	104	17.7	126	11.8	84	13.6	97	14.9	106
6 - 11 YEARS	17.9	19.1	107	19.3	108	22.4	125	17.2	96	18.5	103	18.8	105
12 - 17 YEARS	22.0	26.0	118	24.2	110	29.5	134	24.8	113	23.6	108	25.7	117
RESIDENCE OWNED	71.2	71.5	100	76.4	107	70.9	100	75.2	106	78.3	110	74.6	105
VALUE: \$50,000 OR MORE	43.9	42.8	98	47.4	108	40.8	93	47.1	107	49.9	114	49.3	112
VALUE: UNDER \$50,000	27.2	28.6	105	29.0	107	30.1	111	28.2	103	28.4	104	25.4	93

RELATIVE VOLUME OF CONSUMPTION
AUTOMOTIVE PRODUCTS & SERVICES (P-3)
(FEMALES)

	TOTAL U.S. % DOWN	GASOLINE ADDITIVES		MOTOR OIL		MOTOR OIL ADDITIVES		MUFFLERS		OIL FILTERS		SHOCK ABSORBERS	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
FEMALE HOMEMAKERS	91.5	94.3	103	93.4	102	89.3	98	93.9	103	95.0	104	91.7	100
EMPLOYED MOTHERS	21.1	25.4	120	25.7	122	26.1	124	26.6	126	27.0	128	26.7	126
18 - 24	16.6	11.4	69	15.7	94	19.1	115	13.5	81	11.6	70	15.4	92
25 - 34	22.8	24.5	107	25.8	113	29.2	128	23.5	103	26.9	118	26.7	117
35 - 44	16.7	19.7	118	20.7	124	21.0	126	19.6	117	21.9	131	22.0	132
45 - 54	12.9	15.0	116	14.0	108	13.7	106	14.6	113	14.1	109	15.2	117
55 - 64	13.4	10.5	78	11.8	88	9.6	72	12.2	91	13.3	99	9.6	72
65 OR OLDER	17.5	18.9	108	11.9	68	7.4	42	16.6	95	12.2	70	11.1	64
18 - 34	39.5	35.9	91	41.5	105	48.3	122	36.9	94	38.5	97	42.1	107
18 - 49	62.3	61.6	99	69.0	111	76.2	122	63.4	102	67.4	108	72.7	117
25 - 54	52.5	59.2	113	60.6	115	63.9	122	57.7	110	62.9	120	63.9	122
35 - 49	22.9	25.7	112	27.4	120	27.9	122	26.5	116	29.0	127	30.6	134
50 OR OLDER	37.7	38.4	102	31.0	82	23.8	63	36.6	97	32.6	86	27.3	72
GRADUATED COLLEGE	13.7	11.2	82	14.7	107	12.0	88	13.0	95	16.2	119	14.9	109
ATTENDED COLLEGE	17.3	17.0	98	19.9	115	18.7	108	17.9	103	20.9	121	19.0	110
GRADUATED HIGH SCHOOL	41.7	42.1	101	43.1	103	45.9	110	40.8	98	44.1	106	44.9	108
DID NOT GRADUATE HIGH SCHOOL	27.3	29.8	109	22.3	82	23.4	86	28.4	104	18.8	69	21.3	78
EMPLOYED FULL-TIME	40.1	48.4	121	48.4	121	44.8	112	41.8	104	47.9	119	45.6	114
EMPLOYED PART-TIME	9.6	9.0	94	9.8	102	10.3	107	11.7	121	10.0	104	10.5	110
NOT EMPLOYED	50.3	42.6	85	41.8	83	45.0	89	46.5	92	42.1	84	43.9	87
PROFESSIONAL/MANAGER	12.2	13.5	110	15.0	123	8.2	67	12.2	99	16.5	135	13.2	108
TECH/CLERICAL/SALES	22.2	22.5	101	25.0	112	21.4	96	24.4	110	25.0	113	26.0	117
PRECISION/CRAFT	1.2	2.1	180	1.3	111	0.9	75	**1.6	142	1.4	121	**0.9	79
OTHER EMPLOYED	14.1	19.3	137	17.0	120	24.6	174	15.2	108	15.0	106	16.0	113
SINGLE	18.1	12.2	68	15.0	83	16.6	92	13.5	75	13.0	72	16.5	91
MARRIED	58.4	65.5	112	65.9	113	65.8	113	66.3	114	68.5	117	66.9	115
DIVORCED/SEPARATED/WIDOWED	23.5	22.3	95	19.1	81	17.7	75	20.2	86	18.5	79	16.6	71
PARENTS	38.3	41.3	108	43.3	113	52.7	137	43.1	112	44.5	116	48.2	126
WHITE	86.4	84.0	97	89.9	104	84.1	97	91.0	105	91.3	106	89.7	104
BLACK	11.4	13.2	116	7.6	67	14.2	125	8.0	70	6.2	54	10.0	88
OTHER	2.2	2.8	124	2.5	111	1.7	74	**1.0	46	2.5	112	**0.3	12
NORTHEAST-CENSUS	22.4	26.4	118	18.1	81	16.9	75	28.6	128	16.7	75	20.0	90
NORTH CENTRAL	25.1	28.9	115	26.9	107	24.8	99	32.3	129	30.4	121	26.3	105
SOUTH	34.0	29.9	88	33.0	97	35.8	105	26.8	79	33.1	97	31.7	93
WEST	18.5	14.9	80	21.9	118	22.5	121	12.3	66	19.9	107	21.9	118
NORTHEAST-MKTG.	22.8	24.1	106	18.8	83	15.9	70	26.7	117	17.5	77	22.5	99
EAST CENTRAL	14.8	16.0	108	14.2	96	16.4	111	18.3	124	15.1	102	14.4	98
WEST CENTRAL	16.9	23.0	136	19.3	114	13.3	78	20.7	122	21.2	125	16.6	98
SOUTH	29.1	25.3	87	28.9	99	34.3	118	23.8	82	28.9	99	26.5	91
PACIFIC	16.4	11.6	71	18.8	115	20.1	123	10.5	64	17.3	106	20.0	122
COUNTY SIZE A	41.5	37.3	90	38.4	93	37.9	91	38.0	92	36.5	88	43.3	104
COUNTY SIZE B	30.3	29.4	97	30.0	99	33.2	109	31.9	105	32.2	106	34.3	113
COUNTY SIZE C	15.4	19.0	123	17.4	113	13.7	89	16.5	107	15.9	103	13.5	88
COUNTY SIZE D	12.8	14.4	112	14.1	110	15.2	119	13.7	107	15.4	120	9.0	70
METRO CENTRAL CITY	30.3	22.2	73	25.9	85	31.3	103	23.9	79	23.7	78	34.3	113
METRO SUBURBAN	45.1	48.0	106	47.8	106	43.5	96	48.1	107	49.8	110	48.6	108
NON METRO	24.6	29.7	121	26.3	107	25.1	102	28.0	114	26.4	108	17.1	70
TOP 5 ADI'S	23.6	20.0	85	21.6	92	23.7	100	22.8	97	19.1	81	20.9	89
TOP 10 ADI'S	32.5	27.5	85	29.1	90	29.8	92	30.8	95	26.8	83	29.9	92
TOP 20 ADI'S	46.2	40.0	87	42.6	92	41.1	89	44.3	96	40.8	88	47.1	102
HSGLD INC. \$50,000 OR MORE	9.0	6.3	71	9.0	100	4.9	55	7.9	88	9.6	107	8.4	94
\$40,000 OR MORE	17.2	17.3	101	19.0	110	17.3	101	18.0	104	20.6	119	19.2	112
\$30,000 OR MORE	32.0	31.1	97	36.0	113	26.6	83	34.0	106	38.5	120	35.2	110
\$25,000 OR MORE	41.2	39.1	95	46.1	112	33.9	82	44.2	107	49.0	119	47.4	115
\$20,000 - \$24,999	11.2	10.2	91	11.7	104	10.1	90	9.9	88	12.4	111	9.3	83
\$15,000 - \$19,999	10.4	12.8	123	11.8	113	15.0	144	10.6	102	11.6	111	13.9	133
\$10,000 - \$14,999	15.2	16.8	110	15.5	102	22.7	149	16.0	105	14.6	96	15.4	101
UNDER \$10,000	22.0	21.1	96	14.9	68	18.3	83	19.3	88	12.4	56	14.1	64
HOUSEHOLD OF 1 PERSON	13.6	10.3	76	9.6	71	6.8	50	9.3	69	10.7	79	6.5	48
2 PEOPLE	30.6	30.5	100	30.2	99	26.4	86	31.1	102	30.9	101	27.1	89
3 OR 4 PEOPLE	38.7	41.3	107	40.9	106	43.3	112	42.3	109	40.8	105	46.1	119
5 OR MORE PEOPLE	17.2	17.9	105	19.3	112	23.5	137	17.3	101	17.6	102	20.3	118
NO CHILD IN HSGLD	56.3	55.0	98	52.2	93	43.8	78	52.4	93	52.5	93	47.9	85
CHILD(REN) UNDER 2 YRS	6.8	7.8	113	6.7	98	13.7	201	6.3	92	6.7	99	9.1	133
2 - 5 YEARS	17.2	16.5	96	17.7	103	19.0	110	16.5	96	15.7	91	19.7	114
6 - 11 YEARS	18.4	17.5	95	20.4	111	21.4	117	20.2	110	20.6	112	22.7	124
12 - 17 YEARS	21.7	23.4	108	24.9	115	28.6	132	26.1	120	25.8	119	23.8	110
RESIDENCE OWNED	69.4	70.7	102	73.6	106	62.5	90	73.5	106	77.4	112	72.4	104
VALUE: \$50,000 OR MORE	40.0	35.0	88	44.4	111	30.5	76	43.0	108	46.1	115	44.4	111
VALUE: UNDER \$50,000	29.4	35.7	121	29.2	99	32.0	109	30.5	104	31.3	106	27.9	95

RELATIVE VOLUME OF CONSUMPTION
AUTOMOTIVE PRODUCTS & SERVICES (P-3)
(MALES)

	TOTAL U.S. % DOWN	SPARK PLUGS		MAINTENANCE/ REPAIR SERVICE							
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL MALES	100.0					100.0	100				
HOUSEHOLD HEADS	83.8					85.9	103				
18 - 24	17.6	17.1	97			14.8	84				
25 - 34	24.4	25.6	105			24.7	101				
35 - 44	17.9	21.6	120			19.4	109				
45 - 54	13.7	14.7	107			16.8	122				
55 - 64	13.1	12.3	94			13.5	103				
65 OR OLDER	13.3	8.8	66			10.7	81				
18 - 34	42.0	42.7	102			39.5	94				
18 - 49	66.7	71.8	108			67.4	101				
25 - 54	56.0	61.8	110			60.9	109				
35 - 49	24.8	29.1	117			27.9	113				
50 OR OLDER	33.3	28.2	85			32.6	98				
GRADUATED COLLEGE	20.2	19.1	94			29.0	144				
ATTENDED COLLEGE	17.2	19.9	116			19.3	112				
GRADUATED HIGH SCHOOL	36.1	38.2	106			34.1	94				
DID NOT GRADUATE HIGH SCHOOL	26.6	22.8	86			17.7	67				
EMPLOYED FULL-TIME	66.0	72.2	109			72.5	110				
EMPLOYED PART-TIME	5.2	5.3	102			5.5	107				
NOT EMPLOYED	28.8	22.5	78			21.9	76				
PROFESSIONAL/MANAGER	19.0	19.8	104			27.3	144				
TECH/CLERICAL/SALES	14.2	15.2	107			18.1	127				
PRECISION/CRAFT	14.6	17.4	119			13.9	95				
OTHER EMPLOYED	23.4	25.2	108			18.8	80				
SINGLE	24.7	21.8	88			21.3	86				
MARRIED	65.5	68.9	105			69.9	107				
DIVORCED/SEPARATED/WIDOWED	9.8	9.3	95			8.7	89				
PARENTS	32.0	37.2	116			35.8	112				
WHITE	87.9	90.0	102			91.1	104				
BLACK	10.0	8.4	85			6.8	69				
OTHER	2.1	1.6	73			2.1	98				
NORTHEAST-CENSUS	21.7	16.8	78			26.0	120				
NORTH CENTRAL	25.8	27.2	105			25.1	97				
SOUTH	33.7	34.2	102			29.1	86				
WEST	18.8	21.8	116			19.8	105				
NORTHEAST-MKTG.	22.7	18.4	81			25.7	113				
EAST CENTRAL	14.8	14.7	99			13.6	92				
WEST CENTRAL	17.1	18.5	109			17.5	103				
SOUTH	29.2	30.3	104			26.0	89				
PACIFIC	16.2	18.1	111			17.2	106				
COUNTY SIZE A	41.1	37.1	90			40.6	99				
COUNTY SIZE B	30.0	33.0	110			30.2	101				
COUNTY SIZE C	16.0	17.3	108			17.1	107				
COUNTY SIZE D	12.9	12.6	98			12.1	94				
METRO CENTRAL CITY	29.3	25.2	86			26.9	92				
METRO SUBURBAN	46.6	49.5	106			49.3	106				
NON METRO	24.2	25.3	105			23.8	99				
TOP 5 ADI'S	23.6	19.5	83			25.3	107				
TOP 10 ADI'S	33.0	29.1	88			32.7	99				
TOP 20 ADI'S	46.2	43.0	93			46.3	100				
HSHLD INC. \$50,000 OR MORE	11.8	11.8	100			15.6	133				
\$40,000 OR MORE	22.7	23.5	104			29.9	132				
\$30,000 OR MORE	39.6	42.2	107			48.7	123				
\$25,000 OR MORE	50.3	53.8	107			60.6	121				
\$20,000 - \$24,999	10.9	11.3	103			10.6	97				
\$15,000 - \$19,999	10.0	10.8	108			9.5	95				
\$10,000 - \$14,999	14.0	12.2	87			9.6	68				
UNDER \$10,000	14.7	11.9	81			9.7	66				
HOUSEHOLD OF 1 PERSON	9.4	8.3	88			8.4	89				
2 PEOPLE	31.2	28.5	91			30.0	96				
3 OR 4 PEOPLE	41.2	43.9	107			45.0	109				
5 OR MORE PEOPLE	18.1	19.2	106			16.5	91				
NO CHILD IN HSHLD	59.0	54.4	92			58.4	99				
CHILD(REN) UNDER 2 YRS	6.1	6.0	100			5.7	94				
2 - 5 YEARS	14.0	14.6	104			13.7	98				
6 - 11 YEARS	17.9	19.6	109			18.9	106				
12 - 17 YEARS	22.0	25.3	115			22.1	101				
RESIDENCE OWNED	71.2	72.4	102			74.8	105				
VALUE: \$50,000 OR MORE	43.9	45.6	104			50.5	115				
VALUE: UNDER \$50,000	27.2	26.8	98			24.3	89				

RELATIVE VOLUME OF CONSUMPTION
AUTOMOTIVE PRODUCTS & SERVICES (P-3)
(FEMALES)

	TOTAL U.S. % DOWN	SPARK PLUGS		MAINTENANCE/ REPAIR SERVICE	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
		% DOWN	INDEX												
TOTAL FEMALES	100.0														
FEMALE HOMEMAKERS	91.5														
EMPLOYED MOTHERS	21.1														
18 - 24	16.6														
25 - 34	22.8														
35 - 44	16.7														
45 - 54	12.9														
55 - 64	13.4														
65 OR OLDER	17.5														
18 - 34	39.5														
18 - 49	62.3														
25 - 54	52.5														
35 - 49	22.9														
50 OR OLDER	37.7														
GRADUATED COLLEGE	13.7														
ATTENDED COLLEGE	17.3														
GRADUATED HIGH SCHOOL	41.7														
DID NOT GRADUATE HIGH SCHOOL	27.3														
EMPLOYED FULL-TIME	40.1														
EMPLOYED PART-TIME	9.6														
NOT EMPLOYED	50.3														
PROFESSIONAL/MANAGER	12.2														
TECH/CLERICAL/SALES	22.2														
PRECISION/CRAFT	1.2														
OTHER EMPLOYED	14.1														
SINGLE	18.1														
MARRIED	58.4														
DIVORCED/SEPARATED/WIDOWED	23.5														
PARENTS	38.3														
WHITE	86.4														
BLACK	11.4														
OTHER	2.2														
NORTHEAST-CENSUS	22.4														
NORTH CENTRAL	25.1														
SOUTH	34.0														
WEST	18.5														
NORTHEAST-MKTG.	22.8														
EAST CENTRAL	14.8														
WEST CENTRAL	16.9														
SOUTH	29.1														
PACIFIC	16.4														
COUNTY SIZE A	41.5														
COUNTY SIZE B	30.3														
COUNTY SIZE C	15.4														
COUNTY SIZE D	12.8														
METRO CENTRAL CITY	30.3														
METRO SUBURBAN	45.1														
NON METRO	24.6														
TOP 5 ADI'S	23.6														
TOP 10 ADI'S	32.5														
TOP 20 ADI'S	46.2														
HSHLD INC. \$50,000 OR MORE	9.0														
\$40,000 OR MORE	17.2														
\$30,000 OR MORE	32.0														
\$25,000 OR MORE	41.2														
\$20,000 - \$24,999	11.2														
\$15,000 - \$19,999	10.4														
\$10,000 - \$14,999	15.2														
UNDER \$10,000	22.0														
HOUSEHOLD OF 1 PERSON	13.6														
2 PEOPLE	30.6														
3 OR 4 PEOPLE	38.7														
5 OR MORE PEOPLE	17.2														
NO CHILD IN HSHLD	56.3														
CHILD(REN) UNDER 2 YRS	6.8														
2 - 5 YEARS	17.2														
6 - 11 YEARS	18.4														
12 - 17 YEARS	21.7														
RESIDENCE OWNED	69.4														
VALUE: \$50,000 OR MORE	40.0														
VALUE: UNDER \$50,000	29.4														

RELATIVE VOLUME OF CONSUMPTION
TRAVEL (P-4)
(MALES)

	TOTAL U.S. % DOWN	DOMESTIC ROUND TRIPS TAKEN		DOMESTIC AIRLINE ROUND TRIPS TAKEN		DOMESTIC AIRLINE ROUND TRIPS FOR BUS.		DOM.-AIRLINE ROUND TRIPS FOR PERS./VAC.		FOREIGN- ROUND TRIPS TAKEN		FOREIGN- AIRLINE ROUND TRIPS TAKEN	
		B	D	B	D	B	D	B	D	B	D	B	D
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL MALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
HOUSEHOLD HEADS	83.8	86.0	103	90.0	107	92.7	111	88.1	105	85.1	102	84.8	101
18 - 24	17.6	14.1	80	11.0	62	7.9	45	16.0	91	16.8	96	15.6	89
25 - 34	24.4	27.3	112	28.9	118	31.0	127	24.5	100	22.7	93	22.4	92
35 - 44	17.9	21.4	119	23.4	131	26.1	146	19.9	111	19.2	107	19.5	109
45 - 54	13.7	17.4	126	19.8	144	20.1	146	16.9	123	18.5	134	19.6	143
55 - 64	13.1	12.7	97	11.2	86	10.8	83	13.9	106	13.4	102	14.1	108
65 OR OLDER	13.3	7.1	53	5.7	43	4.1	31	8.8	66	9.4	71	8.9	67
18 - 34	42.0	41.5	99	39.9	95	38.8	93	40.5	96	39.5	94	37.9	90
18 - 49	66.7	71.3	107	72.3	108	73.1	110	69.0	103	69.0	103	68.5	103
25 - 54	56.0	66.1	118	72.1	129	77.2	138	61.3	109	60.4	108	61.5	110
35 - 49	24.8	29.8	120	32.4	131	34.2	138	28.5	115	29.4	119	30.6	124
50 OR OLDER	33.3	28.7	86	27.7	83	26.9	81	31.0	93	31.0	93	31.5	95
GRADUATED COLLEGE	20.2	33.6	167	50.3	250	54.0	268	39.0	193	41.0	203	44.4	220
ATTENDED COLLEGE	17.2	21.6	126	18.1	105	16.7	97	20.7	121	20.9	121	20.9	122
GRADUATED HIGH SCHOOL	36.1	31.9	89	21.0	58	19.0	53	28.1	78	26.2	73	23.6	65
DID NOT GRADUATE HIGH SCHOOL	26.6	12.8	48	10.6	40	10.2	39	12.2	46	11.9	45	11.1	42
EMPLOYED FULL-TIME	66.0	77.0	117	84.9	129	90.4	137	78.3	119	71.8	109	72.8	110
EMPLOYED PART-TIME	5.2	4.8	93	4.5	86	2.9	57	5.6	109	5.8	113	5.2	99
NOT EMPLOYED	28.8	18.1	63	10.6	37	6.7	23	16.0	56	22.4	78	22.0	76
PROFESSIONAL/MANAGER	19.0	31.7	167	44.8	236	48.1	254	29.1	153	34.7	183	37.6	198
TECH/CLERICAL/SALES	14.2	19.2	135	20.6	145	21.4	150	23.2	164	17.4	123	17.2	121
PRECISION/CRAFT	14.6	13.3	91	11.4	78	11.9	81	15.8	108	11.2	76	10.9	74
OTHER EMPLOYED	23.4	17.7	76	12.6	54	11.9	51	15.8	68	14.3	61	12.3	53
SINGLE	24.7	20.7	84	16.8	68	11.2	45	21.4	87	24.9	101	23.6	96
MARRIED	65.5	71.3	109	73.3	112	79.7	122	67.7	103	67.9	104	68.3	104
DIVORCED/SEPARATED/WIDOWED	9.8	8.0	81	9.9	101	9.0	92	11.0	111	7.2	73	8.1	82
PARENTS	32.0	35.9	112	41.6	130	49.8	155	30.1	94	27.5	86	27.4	86
WHITE	87.9	93.2	106	88.8	101	87.9	100	87.5	100	91.9	105	90.8	103
BLACK	10.0	4.7	47	4.8	48	4.4	44	4.0	40	5.6	57	6.2	62
OTHER	2.1	2.1	99	6.4	300	7.7	361	8.6	400	2.5	117	3.0	141
NORTHEAST-CENSUS	21.7	19.9	92	25.0	115	26.1	120	25.4	117	26.0	120	28.0	129
NORTH CENTRAL	25.8	28.6	111	30.0	116	32.0	124	31.0	120	20.4	79	18.0	70
SOUTH	33.7	29.3	87	20.1	60	18.6	55	17.9	53	24.5	73	24.2	72
WEST	18.8	22.2	118	24.9	132	23.2	124	25.7	137	29.0	154	29.8	158
NORTHEAST-MKTG.	22.7	19.6	86	25.7	113	26.8	118	24.8	110	28.9	128	31.0	137
EAST CENTRAL	14.8	14.7	99	11.5	78	11.0	74	15.2	102	11.6	78	9.0	61
WEST CENTRAL	17.1	21.5	126	23.9	140	26.4	155	22.2	130	13.2	78	13.1	77
SOUTH	29.2	26.7	91	17.9	61	16.8	58	14.9	51	19.4	67	19.2	66
PACIFIC	16.2	17.6	108	21.0	129	19.0	117	23.0	141	26.8	165	27.7	170
COUNTY SIZE A	41.1	38.9	95	53.0	129	50.1	122	56.3	137	52.9	129	55.4	135
COUNTY SIZE B	30.0	31.6	105	27.2	91	28.7	96	27.4	91	29.8	99	25.8	86
COUNTY SIZE C	16.0	17.6	110	10.6	66	11.3	71	8.5	53	10.2	64	10.9	68
COUNTY SIZE D	12.9	11.8	92	9.2	72	9.9	77	7.7	60	7.0	55	7.8	61
METRO CENTRAL CITY	29.3	28.1	96	30.0	103	26.6	91	30.2	103	34.7	119	34.5	118
METRO SUBURBAN	46.6	48.4	104	55.4	119	58.7	126	55.3	119	50.3	108	49.8	107
NON METRO	24.2	23.5	97	14.6	60	14.7	61	14.5	60	15.0	62	15.7	65
TOP 5 ADI'S	23.6	20.6	87	28.7	122	27.6	117	31.6	134	31.7	134	34.9	148
TOP 10 ADI'S	33.0	29.2	89	40.0	121	37.1	112	43.7	132	46.7	142	49.9	151
TOP 20 ADI'S	46.2	43.1	93	57.0	123	54.0	117	63.2	137	61.2	132	64.4	139
HS HLD INC. \$50,000 OR MORE	11.8	19.9	169	29.4	250	30.9	263	24.8	211	24.9	212	27.6	235
\$40,000 OR MORE	22.7	34.4	151	45.3	200	47.0	207	40.0	176	41.0	181	44.0	194
\$30,000 OR MORE	39.6	56.0	142	68.6	173	71.0	179	61.5	155	64.5	163	66.9	169
\$25,000 OR MORE	50.3	67.5	134	82.7	164	86.6	172	73.6	146	73.4	146	75.6	150
\$20,000 - \$24,999	10.9	10.3	95	6.0	54	5.8	53	8.2	75	8.1	74	6.6	61
\$15,000 - \$19,999	10.0	7.9	79	4.1	41	3.0	30	6.3	62	5.8	58	5.3	53
\$10,000 - \$14,999	14.0	7.3	52	4.2	30	2.8	20	6.8	48	7.2	51	6.4	45
UNDER \$10,000	14.7	7.0	47	3.1	21	1.8	12	5.1	35	5.6	38	6.1	42
HOUSEHOLD OF 1 PERSON	9.4	9.1	97	9.6	102	8.4	89	8.9	95	7.4	79	8.0	86
2 PEOPLE	31.2	31.2	100	27.3	87	24.8	80	32.7	105	33.9	109	33.5	107
3 OR 4 PEOPLE	41.2	43.1	104	45.1	109	46.4	113	45.8	111	45.2	110	45.6	111
5 OR MORE PEOPLE	18.1	16.6	91	18.0	99	20.3	112	12.6	69	13.4	74	12.9	71
NO CHILD IN HSHLD	59.0	58.1	98	55.6	94	48.6	82	65.9	112	65.4	111	64.8	110
CHILD(REN) UNDER 2 YRS	6.1	5.8	95	5.9	98	6.6	109	4.1	68	4.7	78	4.0	67
2 - 5 YEARS	14.0	13.9	99	19.5	139	23.9	170	16.6	118	9.3	66	8.0	57
6 - 11 YEARS	17.9	18.3	102	19.3	108	23.3	130	15.0	84	14.5	81	14.3	80
12 - 17 YEARS	22.0	22.3	101	24.5	112	28.1	128	16.4	74	19.7	90	21.1	96
RESIDENCE OWNED	71.2	75.5	106	77.5	109	81.0	114	71.5	101	74.6	105	75.8	107
VALUE: \$50,000 OR MORE	43.9	54.0	123	63.2	144	66.0	150	54.1	123	61.0	139	64.8	147
VALUE: UNDER \$50,000	27.2	21.6	79	14.2	52	15.0	55	17.4	64	13.6	50	11.0	40

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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RELATIVE VOLUME OF CONSUMPTION
TRAVEL (P-4)
(FEMALES)

	TOTAL U.S. % DOWN	DOMESTIC ROUND TRIPS TAKEN		DOMESTIC AIRLINE ROUND TRIPS TAKEN		DOMESTIC AIRLINE ROUND TRIPS FOR BUS.		DOM.-AIRLINE ROUND TRIPS FOR PERS./VAC.		FOREIGN- ROUND TRIPS TAKEN		FOREIGN- AIRLINE ROUND TRIPS TAKEN	
		B	D	B	D	B	D	B	D	B	D	B	D
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL FEMALES	100.0												
FEMALE HOMEMAKERS	91.5	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
EMPLOYED MOTHERS	21.1	90.0	98	94.7	103	96.2	105	94.2	103	91.0	99	91.3	100
		24.3	115	22.5	107	24.4	116	25.4	120	17.7	84	14.2	67
18 - 24	16.6	16.3	98	10.8	65	8.1	49	12.4	75	16.4	99	15.3	92
25 - 34	22.8	28.3	124	34.6	151	37.6	164	31.8	139	26.2	115	26.4	116
35 - 44	16.7	20.3	121	20.0	120	25.1	150	19.7	118	18.3	110	16.4	98
45 - 54	12.9	13.0	100	12.9	100	12.8	99	11.8	91	12.9	99	14.0	108
55 - 64	13.4	13.7	102	9.5	71	5.8	43	10.9	81	14.0	104	14.8	110
65 OR OLDER	17.5	8.4	48	12.3	70	10.7	61	13.3	76	12.2	70	13.0	75
18 - 34	39.5	44.6	113	45.3	115	45.6	116	44.2	112	42.6	108	41.7	106
18 - 49	62.3	71.1	114	71.3	114	75.8	122	69.7	112	68.1	109	65.4	105
25 - 54	52.5	61.5	117	67.5	129	75.5	144	63.3	121	57.4	109	56.9	108
35 - 49	22.9	26.4	116	25.9	113	30.1	132	25.5	112	25.5	111	23.7	104
50 OR OLDER	37.7	28.9	77	28.7	76	24.2	64	30.3	80	31.9	85	34.6	92
GRADUATED COLLEGE	13.7	23.7	173	34.7	254	42.9	314	32.7	239	30.3	221	31.3	228
ATTENDED COLLEGE	17.3	25.7	148	18.5	107	16.0	93	19.2	111	25.1	145	26.7	154
GRADUATED HIGH SCHOOL	41.7	38.0	91	36.9	88	32.9	79	38.3	92	33.2	79	32.3	77
DID NOT GRADUATE HIGH SCHOOL	27.3	12.6	46	9.8	36	8.1	30	9.8	36	11.4	42	9.8	36
EMPLOYED FULL-TIME	40.1	51.5	129	55.1	138	60.3	150	52.0	130	49.5	123	49.2	123
EMPLOYED PART-TIME	9.6	11.3	118	10.5	109	11.0	114	8.8	92	12.6	130	12.8	133
NOT EMPLOYED	50.3	37.1	74	34.4	68	28.8	57	39.2	78	38.0	76	38.0	76
PROFESSIONAL/MANAGER	12.2	21.4	175	33.1	271	40.3	330	29.9	245	24.7	202	25.0	205
TECH/CLERICAL/SALES	22.2	28.4	128	18.2	82	13.9	63	20.4	92	25.1	113	24.3	109
PRECISION/CRAFT	1.2	1.2	106	1.2	106	1.2	100	1.5	129	0.9	78	0.9	77
OTHER EMPLOYED	14.1	11.8	84	13.2	93	15.8	112	9.0	64	11.3	80	11.8	83
SINGLE	18.1	20.0	111	19.5	108	18.3	101	19.0	105	24.2	134	24.8	137
MARRIED	58.4	63.6	109	58.0	99	60.8	104	55.4	95	60.9	104	59.7	102
DIVORCED/SEPARATED/WIDOWED	23.5	16.4	70	22.5	96	20.9	89	25.6	109	14.9	64	15.5	66
PARENTS	38.3	38.1	99	34.0	89	35.3	92	39.0	102	28.5	74	23.6	62
WHITE	86.4	92.9	108	92.5	107	94.0	109	93.7	109	91.1	105	91.5	106
BLACK	11.4	4.7	41	5.0	44	5.1	45	3.5	30	4.7	42	4.5	40
OTHER	2.2	2.4	108	2.5	112	0.9	40	2.8	125	4.2	188	4.0	177
NORTHEAST-CENSUS	22.4	19.3	86	24.6	110	22.0	98	24.8	111	32.0	143	32.9	147
NORTH CENTRAL	25.1	27.3	109	24.3	97	26.6	106	23.8	95	17.5	70	16.6	66
SOUTH	34.0	29.8	88	19.6	58	15.5	46	19.8	58	18.7	55	17.8	52
WEST	18.5	23.7	128	31.5	170	35.9	194	31.6	171	31.8	172	32.7	177
NORTHEAST-MKTG.	22.8	19.9	87	26.7	117	26.1	115	25.6	113	33.4	146	35.3	155
EAST CENTRAL	14.8	14.4	98	11.1	75	10.2	69	12.3	84	10.2	89	7.9	53
WEST CENTRAL	16.9	19.3	114	17.9	105	20.2	119	16.5	97	13.0	77	13.1	77
SOUTH	29.1	25.6	88	16.1	55	10.9	37	17.4	60	15.1	52	13.8	47
PACIFIC	16.4	20.8	127	28.3	173	32.6	199	28.2	172	28.4	173	29.9	183
COUNTY SIZE A	41.5	39.7	96	45.4	110	40.7	98	43.7	105	56.2	135	59.4	143
COUNTY SIZE B	30.3	31.1	103	28.2	93	27.5	91	31.0	102	26.2	86	24.5	81
COUNTY SIZE C	15.4	17.1	112	19.7	128	24.9	162	18.8	122	13.0	85	11.8	77
COUNTY SIZE D	12.8	12.0	94	6.6	51	7.0	54	6.5	51	4.6	36	4.2	33
METRO CENTRAL CITY	30.3	29.1	96	33.4	110	33.0	109	30.9	102	33.6	111	32.4	107
METRO SUBURBAN	45.1	48.7	108	54.7	121	56.3	125	56.8	126	52.9	117	55.6	123
NON METRO	24.6	22.2	90	11.9	49	10.7	43	12.2	50	13.5	55	12.0	49
TOP 5 ADI'S	23.6	21.1	89	26.5	113	25.1	106	24.7	105	35.2	149	39.2	167
TOP 10 ADI'S	32.5	30.4	94	34.8	107	32.1	99	33.9	105	47.3	146	50.9	157
TOP 20 ADI'S	46.2	43.6	94	48.9	106	44.4	96	49.4	107	61.4	133	65.4	141
HSHLD INC. \$50,000 OR MORE	9.0	16.0	178	19.1	213	19.9	222	18.3	204	20.2	226	22.3	249
\$40,000 OR MORE	17.2	27.0	157	29.6	172	29.8	173	27.9	162	34.5	200	36.6	212
\$30,000 OR MORE	32.0	45.9	143	45.6	142	46.8	146	45.9	143	56.1	175	56.3	176
\$25,000 OR MORE	41.2	58.2	141	64.9	158	69.9	170	63.4	154	67.0	163	68.3	166
\$20,000 - \$24,999	11.2	12.1	107	11.3	100	12.4	110	10.7	95	9.6	85	10.0	89
\$15,000 - \$19,999	10.4	9.0	86	6.2	59	3.5	34	7.6	73	7.5	72	7.1	69
\$10,000 - \$14,999	15.2	12.0	79	11.7	77	9.9	65	10.8	71	8.6	56	8.4	55
UNDER \$10,000	22.0	8.8	40	6.0	27	4.3	20	7.5	34	7.4	34	6.2	28
HOUSEHOLD OF 1 PERSON	13.6	10.3	76	15.9	118	13.3	98	15.1	112	14.1	104	15.1	111
2 PEOPLE	30.6	33.6	110	38.5	126	42.5	139	36.5	120	38.3	125	40.9	134
3 OR 4 PEOPLE	38.7	40.3	104	34.8	90	35.1	91	35.6	92	32.8	85	33.0	85
5 OR MORE PEOPLE	17.2	15.9	93	10.8	63	9.1	53	12.8	74	14.8	86	11.0	64
NO CHILD IN HSHLD	56.3	57.0	101	62.8	112	62.1	110	56.9	101	66.3	118	72.3	128
CHILD(REN) UNDER 2 YRS	6.8	6.8	99	5.9	87	4.1	60	7.2	106	3.9	57	3.3	48
2 - 5 YEARS	17.2	14.9	87	17.9	104	19.1	111	21.2	123	10.2	59	8.3	48
6 - 11 YEARS	18.4	17.6	96	15.7	85	18.6	101	18.7	102	14.1	77	9.9	54
12 - 17 YEARS	21.7	21.4	99	14.9	69	14.6	67	16.9	78	19.1	88	15.8	73
RESIDENCE OWNED	69.4	75.0	108	69.1	100	70.2	101	71.4	103	72.8	105	72.6	105
VALUE: \$50,000 OR MORE	40.0	51.2	128	52.5	131	53.8	135	53.1	133	60.4	151	61.4	154
VALUE: UNDER \$50,000	29.4	23.8	81	16.5	56	16.4	56	18.2	62	12.4	42	11.2	38

RELATIVE VOLUME OF CONSUMPTION
TRAVEL (P-4)
(MALES)

	TOTAL U.S. % DOWN	HOTELS/MOTELS NIGHTS FOR ANY PURPOSE		NIGHTS FOR BUSINESS		NIGHTS FOR PERS./VACATION									
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL MALES	100.0	100.0	100	100.0	100	100.0	100								
HOUSEHOLD HEADS	83.8	89.0	104	90.0	107	88.0	105								
18 - 24	17.6	10.9	62	8.4	48	13.0	74								
25 - 34	24.4	27.6	113	30.7	126	24.4	100								
35 - 44	17.9	21.8	122	25.8	144	18.7	104								
45 - 54	13.7	18.2	132	20.0	145	16.9	123								
55 - 64	13.1	13.7	105	10.1	77	16.7	127								
65 OR OLDER	13.3	7.7	58	4.9	37	10.3	78								
18 - 34	42.0	38.5	92	39.2	93	37.5	89								
18 - 49	66.7	69.7	104	75.2	113	64.9	97								
25 - 54	56.0	67.7	121	76.6	137	60.0	107								
35 - 49	24.8	31.2	126	36.1	146	27.5	111								
50 OR OLDER	33.3	30.3	91	24.8	74	35.1	106								
GRADUATED COLLEGE	20.2	36.0	179	42.3	210	30.5	151								
ATTENDED COLLEGE	17.2	20.2	118	20.7	120	19.9	116								
GRADUATED HIGH SCHOOL	36.1	32.0	89	27.8	77	35.2	97								
DID NOT GRADUATE HIGH SCHOOL	26.6	11.8	44	9.2	35	14.5	55								
EMPLOYED FULL-TIME	66.0	79.8	121	86.3	131	74.6	113								
EMPLOYED PART-TIME	5.2	4.4	84	4.2	80	5.1	98								
NOT EMPLOYED	28.8	15.9	55	9.5	33	20.4	71								
PROFESSIONAL/MANAGER	19.0	35.1	185	44.0	232	28.3	149								
TECH/CLERICAL/SALES	14.2	19.2	135	20.8	147	17.7	125								
PRECISION/CRAFT	14.6	13.8	94	12.7	87	14.4	99								
OTHER EMPLOYED	23.4	16.0	69	13.0	55	19.2	82								
SINGLE	24.7	18.2	74	16.9	69	19.6	80								
MARRIED	65.5	72.5	111	72.9	111	71.4	109								
DIVORCED/SEPARATED/WIDOWED	9.8	9.3	94	10.1	103	8.9	91								
PARENTS	32.0	35.3	110	40.1	125	30.7	96								
WHITE	87.9	91.7	104	91.0	104	91.9	105								
BLACK	10.0	6.2	62	6.2	62	6.2	62								
OTHER	2.1	2.1	96	2.8	132	1.9	89								
NORTHEAST-CENSUS	21.7	21.6	99	22.1	102	20.8	96								
NORTH CENTRAL	25.8	27.1	105	24.2	94	29.8	115								
SOUTH	33.7	28.9	86	30.7	91	27.1	80								
WEST	18.8	22.5	120	23.0	122	22.3	119								
NORTHEAST-MKTG.	22.7	22.6	100	24.0	106	21.0	93								
EAST CENTRAL	14.8	13.7	93	11.9	80	14.7	99								
WEST CENTRAL	17.1	20.1	118	19.9	117	21.1	124								
SOUTH	29.2	26.1	89	28.1	96	24.2	83								
PACIFIC	16.2	17.6	108	16.1	99	18.9	117								
COUNTY SIZE A	41.1	42.9	104	43.6	106	42.6	104								
COUNTY SIZE B	30.0	30.1	100	28.8	96	31.1	104								
COUNTY SIZE C	16.0	17.0	107	18.3	114	16.5	103								
COUNTY SIZE D	12.9	9.9	77	9.3	72	9.8	76								
METRO CENTRAL CITY	29.3	27.3	93	27.8	95	26.5	90								
METRO SUBURBAN	46.6	52.5	113	52.2	112	53.4	115								
NON METRO	24.2	20.1	83	20.0	83	20.2	83								
TOP 5 ADI'S	23.6	23.6	100	23.3	99	24.1	102								
TOP 10 ADI'S	33.0	32.4	98	33.5	101	31.9	97								
TOP 20 ADI'S	46.2	46.2	100	46.1	100	46.9	102								
HSHLD INC. \$50,000 OR MORE	11.8	21.4	182	25.1	214	19.0	161								
\$40,000 OR MORE	22.7	37.4	165	42.4	187	33.4	147								
\$30,000 OR MORE	39.6	58.5	148	64.4	163	53.5	135								
\$25,000 OR MORE	50.3	70.4	140	76.7	152	65.0	129								
\$20,000 - \$24,999	10.9	9.3	85	7.9	73	10.0	91								
\$15,000 - \$19,999	10.0	6.9	69	4.5	45	8.6	86								
\$10,000 - \$14,999	14.0	8.0	57	5.4	39	10.1	72								
UNDER \$10,000	14.7	5.5	37	5.4	37	6.4	43								
HOUSEHOLD OF 1 PERSON	9.4	9.0	96	10.7	113	8.2	87								
2 PEOPLE	31.2	32.6	104	28.0	90	36.2	116								
3 OR 4 PEOPLE	41.2	43.9	106	45.5	110	42.3	103								
5 OR MORE PEOPLE	18.1	14.5	80	15.8	87	13.3	74								
NO CHILD IN HSHLD	59.0	59.8	101	56.4	96	63.0	107								
CHILD(REN) UNDER 2 YRS	6.1	5.8	96	6.7	110	5.6	93								
2 - 5 YEARS	14.0	12.6	90	14.6	104	11.0	78								
6 - 11 YEARS	17.9	18.8	105	20.6	115	17.1	96								
12 - 17 YEARS	22.0	21.6	98	23.0	105	20.6	94								
RESIDENCE OWNED	71.2	76.1	107	74.5	105	77.3	109								
VALUE: \$50,000 OR MORE	43.9	57.4	131	58.8	134	56.3	128								
VALUE: UNDER \$50,000	27.2	18.7	69	15.7	58	21.0	77								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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 **NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
TRAVEL (P-4)
(FEMALES)

	TOTAL U.S. % DOWN	HOTELS/MOTELS NIGHTS FOR ANY PURPOSE		NIGHTS FOR BUSINESS		NIGHTS FOR PERS./VACATION							
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX						
TOTAL FEMALES	100.0												
FEMALE HOMEOWNERS	91.5	92.4	101	93.6	102	92.2	101						
EMPLOYED MOTHERS	21.1	20.9	99	24.6	116	19.4	92						
18 - 24	16.6	14.4	87	12.9	77	14.5	87						
25 - 34	22.8	23.7	104	26.5	116	22.6	99						
35 - 44	16.7	18.7	112	24.6	147	16.9	101						
45 - 54	12.9	15.3	118	17.2	133	14.9	115						
55 - 64	13.4	14.1	105	9.4	70	15.2	114						
65 OR OLDER	17.5	13.9	79	9.4	54	15.9	91						
18 - 34	39.5	38.1	96	39.4	100	37.1	94						
18 - 49	62.3	65.1	104	74.3	119	62.0	99						
25 - 54	52.5	57.7	110	68.3	130	54.4	104						
35 - 49	22.9	27.0	118	34.9	152	24.9	109						
50 OR OLDER	37.7	34.9	93	25.7	68	38.0	101						
GRADUATED COLLEGE	13.7	22.7	166	31.6	231	20.0	146						
ATTENDED COLLEGE	17.3	24.1	140	22.0	127	24.4	141						
GRADUATED HIGH SCHOOL	41.7	38.0	91	33.0	79	39.6	95						
DID NOT GRADUATE HIGH SCHOOL	27.3	15.1	56	13.3	49	16.0	58						
EMPLOYED FULL-TIME	40.1	48.9	122	58.1	145	45.5	114						
EMPLOYED PART-TIME	9.6	10.5	110	11.6	121	10.2	106						
NOT EMPLOYED	50.3	40.6	81	30.3	60	44.3	88						
PROFESSIONAL/MANAGER	12.2	23.0	189	35.7	292	18.9	155						
TECH/CLERICAL/SALES	22.2	24.8	112	22.5	101	25.1	113						
PRECISION/CRAFT	1.2	1.4	120	1.5	133	1.4	120						
OTHER EMPLOYED	14.1	10.2	72	10.0	71	10.3	73						
SINGLE	18.1	17.7	98	19.5	108	16.8	93						
MARRIED	58.4	64.0	110	62.2	106	64.0	110						
DIVORCED/SEPARATED/WIDOWED	23.5	18.3	78	18.3	78	19.2	82						
PARENTS	38.3	32.7	85	35.3	92	31.8	83						
WHITE	86.4	92.4	107	90.0	104	93.2	108						
BLACK	11.4	5.8	51	8.7	77	4.8	42						
OTHER	2.2	1.8	81	1.3	56	1.9	87						
NORTHEAST-CENSUS	22.4	22.4	100	22.1	99	22.6	101						
NORTH CENTRAL	25.1	29.3	117	27.2	108	30.7	122						
SOUTH	34.0	26.2	77	26.8	79	25.5	75						
WEST	18.5	22.2	120	24.0	129	21.2	114						
NORTHEAST-MKTG.	22.8	23.7	104	25.7	113	23.3	102						
EAST CENTRAL	14.8	14.3	97	13.7	93	15.2	103						
WEST CENTRAL	16.9	20.8	123	18.5	109	21.7	128						
SOUTH	29.1	21.7	74	20.9	72	21.3	73						
PACIFIC	16.4	19.5	119	21.1	129	18.6	114						
COUNTY SIZE A	41.5	42.5	102	45.2	109	41.5	100						
COUNTY SIZE B	30.3	30.9	102	27.1	89	31.5	104						
COUNTY SIZE C	15.4	16.7	109	15.6	101	17.3	112						
COUNTY SIZE D	12.8	9.9	77	12.2	95	9.7	76						
METRO CENTRAL CITY	30.3	31.5	104	37.0	122	29.6	98						
METRO SUBURBAN	45.1	48.1	107	40.8	90	49.7	110						
NON METRO	24.6	20.4	83	22.2	90	20.6	84						
TOP 5 ADI'S	23.6	25.4	108	26.3	111	24.8	105						
TOP 10 ADI'S	32.5	33.7	104	35.7	110	32.8	101						
TOP 20 ADI'S	46.2	46.4	100	46.5	101	46.2	100						
HSOLD INC. \$50,000 OR MORE	9.0	17.0	190	18.2	202	16.5	185						
\$40,000 OR MORE	17.2	28.4	165	31.8	185	27.0	157						
\$30,000 OR MORE	32.0	47.6	148	48.5	152	46.6	145						
\$25,000 OR MORE	41.2	60.5	147	64.4	156	58.8	143						
\$20,000 - \$24,999	11.2	11.5	102	12.0	107	11.1	99						
\$15,000 - \$19,999	10.4	7.6	73	7.3	70	7.8	75						
\$10,000 - \$14,999	15.2	9.1	60	6.0	39	10.0	66						
UNDER \$10,000	22.0	11.2	51	10.4	47	12.2	56						
HOUSEHOLD OF 1 PERSON	13.6	12.3	91	14.8	109	12.1	89						
2 PEOPLE	30.6	35.7	117	34.7	113	35.8	117						
3 OR 4 PEOPLE	38.7	39.4	102	41.7	108	38.6	100						
5 OR MORE PEOPLE	17.2	12.6	74	8.8	51	13.5	79						
NO CHILD IN HSOLD	56.3	63.0	112	61.7	109	63.8	113						
CHILD(REN) UNDER 2 YRS	6.8	3.9	58	3.8	55	3.9	57						
2 - 5 YEARS	17.2	12.5	73	15.3	89	11.4	66						
6 - 11 YEARS	18.4	14.2	77	15.1	82	13.7	75						
12 - 17 YEARS	21.7	20.0	92	19.3	89	20.1	93						
RESIDENCE OWNED	69.4	75.1	108	66.6	96	77.4	112						
VALUE: \$50,000 OR MORE	40.0	53.0	133	51.7	129	53.2	133						
VALUE: UNDER \$50,000	29.4	22.0	75	15.0	51	24.2	82						

	TOTAL U.S. % DOWN	STOCK TRANSACTIONS IN NON-EMPLOYMENT CO.		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
		B	D										
TOTAL MALES	100.0	100.0	100										
HOUSEHOLD HEADS	83.8	76.5	91										
18 - 24	17.6	13.0	74										
25 - 34	24.4	17.8	73										
35 - 44	17.9	15.3	85										
45 - 54	13.7	21.8	159										
55 - 64	13.1	21.7	166										
65 OR OLDER	13.3	10.4	79										
18 - 34	42.0	30.8	73										
18 - 49	66.7	54.7	82										
25 - 54	56.0	54.9	98										
35 - 49	24.8	23.9	96										
50 OR OLDER	33.3	45.3	136										
GRADUATED COLLEGE	20.2	40.1	199										
ATTENDED COLLEGE	17.2	20.0	116										
GRADUATED HIGH SCHOOL	36.1	22.8	63										
DID NOT GRADUATE HIGH SCHOOL	26.6	17.1	64										
EMPLOYED FULL-TIME	66.0	63.9	97										
EMPLOYED PART-TIME	5.2	2.4	45										
NOT EMPLOYED	28.8	33.8	117										
PROFESSIONAL/MANAGER	19.0	28.7	151										
TECH/CLERICAL/SALES	14.2	17.7	125										
PRECISION/CRAFT	14.6	6.9	47										
OTHER EMPLOYED	23.4	12.9	55										
SINGLE	24.7	33.5	136										
MARRIED	65.5	58.2	89										
DIVORCED/SEPARATED/WIDOWED	9.8	8.3	85										
PARENTS	32.0	16.5	51										
WHITE	87.9	89.6	102										
BLACK	10.0	7.6	76										
OTHER	2.1	2.8	129										
NORTHEAST-CENSUS	21.7	18.6	86										
NORTH CENTRAL	25.8	23.5	91										
SOUTH	33.7	40.1	119										
WEST	18.8	17.9	95										
NORTHEAST-MKTG.	22.7	26.0	115										
EAST CENTRAL	14.8	8.3	56										
WEST CENTRAL	17.1	18.6	109										
SOUTH	29.2	32.0	109										
PACIFIC	16.2	15.1	93										
COUNTY SIZE A	41.1	52.0	126										
COUNTY SIZE B	30.0	23.5	78										
COUNTY SIZE C	16.0	14.5	91										
COUNTY SIZE D	12.9	10.0	78										
METRO CENTRAL CITY	29.3	34.7	119										
METRO SUBURBAN	46.6	44.7	96										
NON METRO	24.2	20.6	85										
TOP 5 ADI'S	23.6	28.1	119										
TOP 10 ADI'S	33.0	43.7	132										
TOP 20 ADI'S	46.2	59.4	129										
HSOLD INC. \$50,000 OR MORE	11.8	21.5	183										
\$40,000 OR MORE	22.7	42.0	185										
\$30,000 OR MORE	39.6	62.3	158										
\$25,000 OR MORE	50.3	78.4	156										
\$20,000 - \$24,999	10.9	8.8	80										
\$15,000 - \$19,999	10.0	6.1	61										
\$10,000 - \$14,999	14.0	2.4	17										
UNDER \$10,000	14.7	4.3	29										
HOUSEHOLD OF 1 PERSON	9.4	8.5	90										
2 PEOPLE	31.2	32.5	104										
3 OR 4 PEOPLE	41.2	52.4	127										
5 OR MORE PEOPLE	18.1	6.5	36										
NO CHILD IN HSHLD	59.0	75.2	127										
CHILD(REN) UNDER 2 YRS	6.1	1.7	28										
2 - 5 YEARS	14.0	5.3	38										
6 - 11 YEARS	17.9	16.0	89										
12 - 17 YEARS	22.0	10.9	50										
RESIDENCE OWNED	71.2	75.5	106										
VALUE: \$50,000 OR MORE	43.9	62.7	143										
VALUE: UNDER \$50,000	27.2	12.8	47										

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RELATIVE VOLUME OF CONSUMPTION
INVESTMENTS (P-5)
(FEMALES)STOCK TRANSAC-
TIONS IN NON-
EMPLOYMENT CO.

	TOTAL U.S. % DOWN	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
TOTAL FEMALES	100.0	100.0	100								
FEMALE HOMEMAKERS	91.5	92.7	101								
EMPLOYED MOTHERS	21.1	15.0	71								
18 - 24	16.6	7.9	48								
25 - 34	22.8	23.2	102								
35 - 44	16.7	21.2	127								
45 - 54	12.9	11.0	85								
55 - 64	13.4	14.6	109								
65 OR OLDER	17.5	22.1	126								
18 - 34	39.5	31.2	79								
18 - 49	62.3	56.9	91								
25 - 54	52.5	55.4	106								
35 - 49	22.9	25.7	112								
50 OR OLDER	37.7	43.1	114								
GRADUATED COLLEGE	13.7	29.7	217								
ATTENDED COLLEGE	17.3	19.9	115								
GRADUATED HIGH SCHOOL	41.7	31.0	74								
DID NOT GRADUATE HIGH SCHOOL	27.3	19.3	71								
EMPLOYED FULL-TIME	40.1	53.2	133								
EMPLOYED PART-TIME	9.6	9.5	99								
NOT EMPLOYED	50.3	37.3	74								
PROFESSIONAL/MANAGER	12.2	26.3	215								
TECH/CLERICAL/SALES	22.2	29.0	131								
PRECISION/CRAFT	1.2	2.4	211								
OTHER EMPLOYED	14.1	5.0	35								
SINGLE	18.1	18.7	104								
MARRIED	58.4	58.8	101								
DIVORCED/SEPARATED/WIDOWED	23.5	22.4	96								
PARENTS	38.3	20.7	54								
WHITE	86.4	87.1	101								
BLACK	11.4	10.5	93								
OTHER	2.2	2.4	105								
NORTHEAST-CENSUS	22.4	22.3	100								
NORTH CENTRAL	25.1	17.5	70								
SOUTH	34.0	42.1	124								
WEST	18.5	18.1	98								
NORTHEAST-MKTG.	22.8	38.1	167								
EAST CENTRAL	14.8	7.2	49								
WEST CENTRAL	16.9	14.4	85								
SOUTH	29.1	23.4	80								
PACIFIC	16.4	16.8	103								
COUNTY SIZE A	41.5	62.8	151								
COUNTY SIZE B	30.3	16.0	53								
COUNTY SIZE C	15.4	7.8	51								
COUNTY SIZE D	12.8	13.4	104								
METRO CENTRAL CITY	30.3	33.4	110								
METRO SUBURBAN	45.1	42.7	95								
NON METRO	24.6	23.8	97								
TOP 5 ADI'S	23.6	30.2	128								
TOP 10 ADI'S	32.5	48.2	148								
TOP 20 ADI'S	46.2	67.0	145								
HSOLD INC. \$50,000 OR MORE	9.0	25.0	278								
\$40,000 OR MORE	17.2	36.4	211								
\$30,000 OR MORE	32.0	50.6	158								
\$25,000 OR MORE	41.2	62.4	152								
\$20,000 - \$24,999	11.2	8.8	78								
\$15,000 - \$19,999	10.4	8.6	83								
\$10,000 - \$14,999	15.2	14.4	95								
UNDER \$10,000	22.0	5.7	26								
HOUSEHOLD OF 1 PERSON	13.6	17.3	128								
2 PEOPLE	30.6	43.2	141								
3 OR 4 PEOPLE	38.7	28.8	74								
5 OR MORE PEOPLE	17.2	10.7	62								
NO CHILD IN HSHLD	56.3	75.4	134								
CHILD(REN) UNDER 2 YRS	6.8	1.5	22								
2 - 5 YEARS	17.2	10.8	62								
6 - 11 YEARS	18.4	4.4	24								
12 - 17 YEARS	21.7	13.3	61								
RESIDENCE OWNED	69.4	79.4	114								
VALUE: \$50,000 OR MORE	40.0	65.8	165								
VALUE: UNDER \$50,000	29.4	13.5	46								

RELATIVE VOLUME OF CONSUMPTION
BOOKS, RECORDS, TAPES (P-7)
(MALES)

	TOTAL U.S. % DOWN	BOOKS, HARD COVER		BOOKS, PAPERBACK		RECORDS 33 RPM		RECORDS 45 RPM		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX								
TOTAL MALES	100.0																
HOUSEHOLD HEADS	83.8	100.0	100	100.0	100	100.0	100	100.0	100								
		81.8	98	83.9	100	75.7	90	72.4	86								
18 - 24	17.6	18.0	102	17.4	99	25.6	145	30.2	172								
25 - 34	24.4	29.3	120	26.8	110	35.2	144	32.2	132								
35 - 44	17.9	22.2	124	23.8	133	18.3	102	20.6	115								
45 - 54	13.7	15.0	109	15.1	110	10.5	77	7.8	56								
55 - 64	13.1	10.1	77	10.3	79	6.7	51	5.7	44								
65 OR OLDER	13.3	5.4	41	6.6	50	3.7	28	3.5	26								
18 - 34	42.0	47.2	112	44.2	105	60.7	145	62.4	149								
18 - 49	66.7	76.1	114	75.8	113	84.3	126	87.0	130								
25 - 54	56.0	66.5	119	65.7	117	64.0	114	60.5	108								
35 - 49	24.8	28.9	117	31.5	127	23.5	95	24.5	99								
50 OR OLDER	33.3	23.9	72	24.2	73	15.7	47	13.0	39								
GRADUATED COLLEGE	20.2	41.7	207	33.9	168	28.0	139	19.3	96								
ATTENDED COLLEGE	17.2	24.9	145	20.4	119	24.6	143	23.8	138								
GRADUATED HIGH SCHOOL	36.1	23.7	66	30.5	85	32.8	91	36.2	100								
DID NOT GRADUATE HIGH SCHOOL	26.6	9.7	37	15.2	57	14.6	55	20.7	78								
EMPLOYED FULL-TIME	66.0	72.8	110	71.1	108	71.2	108	69.3	105								
EMPLOYED PART-TIME	5.2	6.5	126	6.8	131	8.6	165	9.0	173								
NOT EMPLOYED	28.8	20.7	72	22.1	77	20.2	70	21.7	75								
PROFESSIONAL/MANAGER	19.0	38.3	202	30.2	159	26.2	138	16.8	89								
TECH/CLERICAL/SALES	14.2	16.4	116	15.5	109	17.8	126	18.3	129								
PRECISION/CRAFT	14.6	10.0	68	12.3	84	12.8	88	12.7	87								
OTHER EMPLOYED	23.4	14.6	63	19.8	85	22.9	98	30.4	130								
SINGLE	24.7	31.9	129	25.0	101	40.7	165	41.1	166								
MARRIED	65.5	60.6	93	65.3	100	49.2	75	49.8	76								
DIVORCED/SEPARATED/WIDOWED	9.8	7.5	76	9.7	98	10.2	103	9.1	93								
PARENTS	32.0	33.6	105	37.1	116	28.8	90	35.6	111								
WHITE	87.9	92.7	105	91.0	104	88.7	101	83.5	95								
BLACK	10.0	4.7	47	6.4	64	9.2	92	15.5	155								
OTHER	2.1	2.6	122	2.5	119	2.2	102	*1.0	47								
NORTHEAST-CENSUS	21.7	25.3	117	25.5	117	25.5	118	24.2	112								
NORTH CENTRAL	25.8	24.3	94	24.0	93	25.7	100	22.5	87								
SOUTH	33.7	25.7	76	28.1	84	25.6	76	40.0	119								
WEST	18.8	24.7	131	22.4	119	23.1	123	13.2	70								
NORTHEAST-MKTG.	22.7	24.5	108	25.9	114	26.9	118	24.2	107								
EAST CENTRAL	14.8	15.9	108	13.7	93	14.3	97	15.7	106								
WEST CENTRAL	17.1	15.0	88	15.9	93	17.4	102	13.1	77								
SOUTH	29.2	22.7	78	24.7	84	20.8	71	34.8	119								
PACIFIC	16.2	21.8	134	19.9	122	20.7	127	12.1	75								
COUNTY SIZE A	41.1	45.6	111	43.2	105	50.4	122	43.6	106								
COUNTY SIZE B	30.0	32.4	108	32.0	106	27.4	91	29.7	99								
COUNTY SIZE C	16.0	13.0	81	14.9	93	12.7	80	11.4	72								
COUNTY SIZE D	12.9	9.0	70	9.9	77	9.5	74	15.2	118								
METRO CENTRAL CITY	29.3	32.2	110	31.9	109	33.5	115	29.6	101								
METRO SUBURBAN	46.6	48.9	105	47.3	102	47.3	102	48.1	103								
NON METRO	24.2	18.9	78	20.8	86	19.1	79	22.3	92								
TOP 5 ADI'S	23.6	26.6	113	27.6	117	30.9	131	24.6	104								
TOP 10 ADI'S	33.0	36.1	109	36.4	110	39.9	121	32.9	100								
TOP 20 ADI'S	46.2	51.1	111	50.0	108	55.6	120	51.6	112								
HSKLD INC. \$50,000 OR MORE	11.8	21.7	185	17.4	148	14.3	122	8.1	69								
\$40,000 OR MORE	22.7	37.1	163	32.1	141	29.4	129	19.5	86								
\$30,000 OR MORE	39.6	57.4	145	50.4	127	48.3	122	36.1	91								
\$25,000 OR MORE	50.3	68.0	135	61.3	122	59.7	119	45.7	91								
\$20,000 - \$24,999	10.9	10.8	99	10.7	98	10.7	98	10.6	97								
\$15,000 - \$19,999	10.0	7.7	76	7.9	79	10.4	103	12.7	127								
\$10,000 - \$14,999	14.0	6.7	48	10.4	74	9.6	68	13.8	99								
UNDER \$10,000	14.7	6.9	47	9.6	65	9.7	65	17.2	117								
HOUSEHOLD OF 1 PERSON	9.4	10.5	111	9.6	102	12.7	135	10.1	107								
2 PEOPLE	31.2	27.8	89	26.9	86	27.3	87	20.6	66								
3 OR 4 PEOPLE	41.2	46.2	112	44.2	107	44.0	107	47.2	114								
5 OR MORE PEOPLE	18.1	15.6	86	19.3	107	16.0	88	22.2	122								
NO CHILD IN HSKLD	59.0	57.5	97	54.6	92	59.2	100	50.3	85								
CHILD(REN) UNDER 2 YRS	6.1	5.7	94	6.4	105	6.3	104	7.3	120								
2 - 5 YEARS	14.0	13.7	98	14.0	100	12.8	91	16.0	114								
6 - 11 YEARS	17.9	17.8	100	21.1	118	14.3	80	25.2	141								
12 - 17 YEARS	22.0	22.8	104	26.2	119	21.4	97	26.7	122								
RESIDENCE OWNED	71.2	72.2	101	70.7	99	63.8	90	67.4	95								
VALUE: \$50,000 OR MORE	43.9	55.2	126	50.2	114	43.9	100	38.7	88								
VALUE: UNDER \$50,000	27.2	17.0	62	20.5	75	19.9	73	28.6	105								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

-PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
--NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
BOOKS, RECORDS, TAPES (P-7)
(FEMALES)

	TOTAL U.S. % DOWN	BOOKS, HARD COVER		BOOKS, PAPERBACK		RECORDS 33 RPM		RECORDS 45 RPM			
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100		
FEMALE HOMEMAKERS	91.5	88.7	97	90.4	99	86.4	94	84.8	93		
EMPLOYED MOTHERS	21.1	24.0	113	26.3	124	25.9	122	30.8	146		
18 - 24	16.6	18.9	114	16.3	98	23.0	138	24.7	148		
25 - 34	22.8	29.6	129	28.8	126	38.5	168	39.4	173		
35 - 44	16.7	19.3	116	23.4	140	19.9	119	17.6	105		
45 - 54	12.9	14.3	110	13.6	105	7.5	58	9.0	70		
55 - 64	13.4	10.3	77	10.0	75	6.8	50	5.4	41		
65 OR OLDER	17.5	7.7	44	7.9	45	4.4	25	3.8	22		
18 - 34	39.5	48.5	123	45.0	114	61.4	156	64.1	162		
18 - 49	62.3	75.2	121	75.8	122	86.4	139	86.8	139		
25 - 54	52.5	63.2	120	65.8	125	65.9	126	66.0	126		
35 - 49	22.9	26.8	117	30.7	134	24.9	109	22.7	99		
50 OR OLDER	37.7	24.8	66	24.2	64	13.6	36	13.2	35		
GRADUATED COLLEGE	13.7	25.8	188	22.4	164	24.8	181	13.3	97		
ATTENDED COLLEGE	17.3	28.6	165	25.4	147	22.1	128	21.3	123		
GRADUATED HIGH SCHOOL	41.7	35.9	86	39.0	94	39.4	95	46.0	110		
DID NOT GRADUATE HIGH SCHOOL	27.3	9.8	36	13.1	48	13.7	50	19.4	71		
EMPLOYED FULL-TIME	40.1	51.7	129	51.7	129	50.6	126	47.0	117		
EMPLOYED PART-TIME	9.6	11.4	119	10.7	111	9.8	102	11.6	120		
NOT EMPLOYED	50.3	36.8	73	37.6	75	39.6	79	41.4	82		
PROFESSIONAL/MANAGER	12.2	26.0	213	21.5	176	21.1	173	15.2	125		
TECH/CLERICAL/SALES	22.2	27.5	124	28.0	126	26.3	118	29.3	132		
PRECISION/CRAFT	1.2	1.4	123	1.4	121	1.6	141	1.8	155		
OTHER EMPLOYED	14.1	8.2	58	11.5	82	11.4	81	12.2	87		
SINGLE	18.1	22.5	125	20.7	115	29.0	160	26.6	147		
MARRIED	58.4	62.1	106	62.4	107	52.7	90	54.3	93		
DIVORCED/SEPARATED/WIDOWED	23.5	15.4	66	16.9	72	18.3	78	19.1	81		
PARENTS	38.3	40.3	105	42.8	112	45.9	120	55.1	144		
WHITE	86.4	91.4	106	91.6	106	88.4	102	83.4	96		
BLACK	11.4	6.1	53	6.4	56	9.0	79	12.5	110		
OTHER	2.2	2.5	111	2.0	90	2.6	114	4.1	184		
NORTHEAST-CENSUS	22.4	23.0	103	23.9	107	28.3	126	24.5	109		
NORTH CENTRAL	25.1	22.3	89	24.8	99	21.6	86	24.3	97		
SOUTH	34.0	28.3	83	26.1	77	28.7	85	36.8	108		
WEST	18.5	26.3	142	25.3	136	21.4	115	14.4	78		
NORTHEAST-MKTG.	22.8	23.8	104	23.5	103	27.7	121	23.9	105		
EAST CENTRAL	14.8	12.6	85	14.0	95	14.2	96	16.7	113		
WEST CENTRAL	16.9	15.7	92	17.6	104	14.4	85	15.2	90		
SOUTH	29.1	23.9	82	22.7	78	24.1	83	30.7	105		
PACIFIC	16.4	24.1	147	22.2	136	19.6	120	13.4	82		
COUNTY SIZE A	41.5	48.5	117	45.3	109	49.3	119	43.7	105		
COUNTY SIZE B	30.3	29.6	98	28.9	95	27.6	91	31.0	102		
COUNTY SIZE C	15.4	14.8	96	17.1	111	14.9	97	14.1	92		
COUNTY SIZE D	12.8	7.1	56	8.6	67	8.2	64	11.2	87		
METRO CENTRAL CITY	30.3	32.4	107	29.8	98	35.5	117	29.5	97		
METRO SUBURBAN	45.1	50.1	111	49.6	110	46.5	103	46.7	104		
NON METRO	24.6	17.5	71	20.6	84	18.0	73	23.7	97		
TOP 5 ADI'S	23.6	27.9	118	28.8	122	30.1	128	26.1	111		
TOP 10 ADI'S	32.5	37.1	114	37.0	114	37.5	115	34.2	105		
TOP 20 ADI'S	46.2	52.2	113	50.4	109	52.2	113	46.0	99		
HSOLD INC. \$50,000 OR MORE	9.0	16.3	182	15.4	171	11.5	128	9.9	111		
\$40,000 OR MORE	17.2	31.4	182	26.8	156	22.7	132	20.0	116		
\$30,000 OR MORE	32.0	50.4	157	44.8	140	39.7	124	31.9	100		
\$25,000 OR MORE	41.2	61.2	149	57.0	138	52.6	128	45.1	110		
\$20,000 - \$24,999	11.2	9.4	83	10.6	94	11.0	98	10.3	92		
\$15,000 - \$19,999	10.4	7.5	72	8.8	85	9.4	90	12.2	117		
\$10,000 - \$14,999	15.2	13.3	87	13.6	89	14.4	95	15.6	102		
UNDER \$10,000	22.0	8.6	39	10.0	46	12.6	57	16.9	77		
HOUSEHOLD OF 1 PERSON	13.6	9.8	72	10.8	80	10.6	78	5.4	40		
2 PEOPLE	30.6	31.0	101	28.4	93	27.6	90	24.5	80		
3 OR 4 PEOPLE	38.7	41.1	106	43.9	113	43.8	113	46.4	120		
5 OR MORE PEOPLE	17.2	18.1	106	16.9	98	18.0	105	23.8	139		
NO CHILD IN HSOLD	56.3	52.4	93	51.6	92	48.1	85	38.3	68		
CHILD(REN) UNDER 2 YRS	6.8	7.2	105	6.0	88	7.5	110	7.1	103		
2 - 5 YEARS	17.2	18.7	109	16.4	95	19.4	113	24.2	140		
6 - 11 YEARS	18.4	20.0	109	20.3	111	23.2	126	30.7	167		
12 - 17 YEARS	21.7	23.0	106	26.1	120	23.8	110	30.5	141		
RESIDENCE OWNED	69.4	73.1	105	71.9	104	60.3	87	62.6	90		
VALUE: \$50,000 OR MORE	40.0	52.0	130	47.7	119	37.9	95	33.9	85		
VALUE: UNDER \$50,000	29.4	21.1	72	24.2	82	22.3	76	28.7	98		

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
BOOKS, RECORDS, TAPES (P-7)
(MALES)

	TOTAL U.S. % DOWN	AUDIO TAPE CARTRIDGES, BLANK		AUDIO TAPE CARTRIDGES, PRE-RECORDED		AUDIO TAPE CASSETTES, BLANK		AUDIO TAPE CASSETTES, PRE-RECORDED		SHEET MUSIC	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL MALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
HOUSEHOLD HEADS	83.8	69.2	83	77.9	93	79.0	94	80.6	96	76.3	91
18 - 24	17.6	24.9	142	23.8	135	22.6	128	24.3	138	25.3	144
25 - 34	24.4	31.9	131	30.3	124	31.5	129	30.2	124	24.3	100
35 - 44	17.9	19.8	111	21.6	120	19.7	110	20.8	116	25.4	142
45 - 54	13.7	12.2	89	12.6	91	14.1	103	13.4	97	16.9	123
55 - 64	13.1	7.8	60	8.3	64	8.2	63	8.3	63	4.1	31
65 OR OLDER	13.3	3.3	25	3.4	25	4.0	30	3.0	23	4.0	30
18 - 34	42.0	56.8	135	54.2	129	54.0	129	54.6	130	49.6	118
18 - 49	66.7	81.8	123	81.5	122	79.7	119	83.2	125	84.0	126
25 - 54	56.0	64.0	114	64.5	115	65.3	116	64.4	115	66.6	119
35 - 49	24.8	25.0	101	27.3	110	25.7	104	28.6	116	34.4	139
50 OR OLDER	33.3	18.2	55	18.5	56	20.3	61	16.8	51	16.0	48
GRADUATED COLLEGE	20.2	28.1	139	28.8	143	30.7	152	27.3	135	38.7	192
ATTENDED COLLEGE	17.2	25.8	150	19.4	113	26.3	153	25.7	150	26.3	153
GRADUATED HIGH SCHOOL	36.1	32.1	89	37.2	103	29.7	82	34.5	96	24.9	69
DID NOT GRADUATE HIGH SCHOOL	26.6	14.0	53	14.5	55	13.3	50	12.5	47	10.0	38
EMPLOYED FULL-TIME	66.0	69.5	105	77.7	118	72.3	110	76.2	115	72.2	109
EMPLOYED PART-TIME	5.2	6.3	122	7.2	139	7.8	151	8.1	156	13.7	264
NOT EMPLOYED	28.8	24.1	84	15.1	52	19.9	69	15.7	54	14.1	49
PROFESSIONAL/MANAGER	19.0	22.3	118	27.7	146	28.0	148	29.1	154	39.5	208
TECH/CLERICAL/SALES	14.2	13.9	98	16.1	113	17.2	121	18.0	127	15.1	106
PRECISION/CRAFT	14.6	13.0	89	16.2	111	14.6	99	14.5	99	13.7	93
OTHER EMPLOYED	23.4	26.7	114	25.0	107	20.4	87	22.6	97	17.6	75
SINGLE	24.7	41.9	170	34.1	138	34.7	141	33.4	136	39.9	162
MARRIED	65.5	48.4	74	53.3	81	53.8	82	57.2	87	51.1	78
DIVORCED/SEPARATED/WIDOWED	9.8	9.7	99	12.6	128	11.5	117	9.3	94	9.0	91
PARENTS	32.0	28.7	90	35.6	111	29.5	92	35.6	111	35.5	111
WHITE	87.9	92.0	105	92.5	105	89.5	102	91.9	105	92.1	105
BLACK	10.0	6.2	62	4.5	45	8.0	81	5.1	51	5.4	54
OTHER	2.1	*1.8	84	**3.0	139	2.4	114	3.0	139	**2.5	118
NORTHEAST-CENSUS	21.7	20.7	96	23.2	107	23.9	110	22.9	106	28.1	130
NORTH CENTRAL	25.8	32.7	127	29.3	113	21.5	83	22.4	87	22.5	87
SOUTH	33.7	23.1	69	22.8	68	29.3	87	28.7	85	25.2	75
WEST	18.8	23.5	125	24.7	131	25.3	134	25.9	138	24.2	129
NORTHEAST-MKTG.	22.7	21.2	94	23.7	104	24.6	109	24.1	106	29.5	130
EAST CENTRAL	14.8	17.1	115	15.5	105	11.5	77	11.6	79	13.0	88
WEST CENTRAL	17.1	22.4	131	19.7	115	16.5	97	16.4	96	17.0	100
SOUTH	29.2	18.7	64	22.2	74	26.7	91	25.9	89	18.7	64
PACIFIC	16.2	20.6	127	18.9	116	20.7	127	22.0	135	21.8	134
COUNTY SIZE A	41.1	40.8	99	47.0	114	44.2	107	43.2	105	44.9	109
COUNTY SIZE B	30.0	33.6	112	31.6	105	30.1	100	32.0	106	32.8	109
COUNTY SIZE C	16.0	16.3	102	11.6	73	16.8	105	16.4	103	13.2	82
COUNTY SIZE D	12.9	9.3	72	9.8	76	8.9	69	8.4	66	9.2	72
METRO CENTRAL CITY	29.3	25.0	85	32.3	110	34.9	119	31.9	109	32.2	110
METRO SUBURBAN	46.6	55.9	120	49.9	107	46.5	100	49.6	107	50.3	108
NON METRO	24.2	19.1	79	17.8	74	18.6	77	18.5	76	17.5	72
TOP 5 ADI'S	23.6	26.8	113	31.9	135	28.3	120	27.2	115	27.5	117
TOP 10 ADI'S	33.0	31.1	94	37.2	113	36.2	110	36.4	110	39.3	119
TOP 20 ADI'S	46.2	47.9	104	49.8	108	49.6	107	48.8	106	53.8	116
HSGLD INC. \$50,000 OR MORE	11.8	17.8	151	20.7	176	17.7	150	19.6	167	18.6	158
\$40,000 OR MORE	22.7	34.2	150	36.3	160	32.2	142	32.4	142	35.2	155
\$30,000 OR MORE	39.6	53.6	136	51.6	130	51.4	130	52.1	132	55.6	140
\$25,000 OR MORE	50.3	64.2	128	61.6	122	62.6	124	64.8	129	66.6	132
\$20,000 - \$24,999	10.9	10.7	98	9.5	87	12.5	114	11.0	100	10.8	98
\$15,000 - \$19,999	10.0	7.5	75	10.6	105	9.3	92	7.8	78	6.1	60
\$10,000 - \$14,999	14.0	9.2	66	8.3	59	7.3	52	8.9	64	6.4	46
UNDER \$10,000	14.7	8.4	57	10.0	68	8.4	57	7.5	51	10.2	69
HOUSEHOLD OF 1 PERSON	9.4	13.0	138	14.7	156	12.2	130	10.9	116	12.3	131
2 PEOPLE	31.2	20.2	65	22.0	70	25.6	82	27.4	88	24.8	79
3 OR 4 PEOPLE	41.2	41.8	101	48.2	117	46.5	113	42.9	104	38.8	94
5 OR MORE PEOPLE	18.1	25.0	138	15.1	83	15.7	87	18.8	104	24.0	132
NO CHILD IN HSHLD	59.0	52.1	88	54.5	92	61.8	105	54.9	93	53.9	91
CHILD(REN) UNDER 2 YRS	6.1	4.8	79	4.2	70	6.4	106	5.4	88	6.6	109
2 - 5 YEARS	14.0	9.7	69	11.6	83	11.9	85	15.0	107	15.8	113
6 - 11 YEARS	17.9	19.8	111	22.0	123	15.1	84	21.4	119	21.4	120
12 - 17 YEARS	22.0	32.6	149	26.3	120	21.9	100	25.2	115	23.0	105
RESIDENCE OWNED	71.2	68.1	96	65.9	93	65.0	91	68.0	96	74.1	104
VALUE: \$50,000 OR MORE	43.9	47.7	109	47.9	109	45.0	102	45.4	103	56.5	129
VALUE: UNDER \$50,000	27.2	20.4	75	18.1	66	20.1	74	22.6	83	17.6	65

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
BOOKS, RECORDS, TAPES (P-7)
(FEMALES)

	TOTAL U.S. % DOWN	AUDIO TAPE CARTRIDGES, BLANK		AUDIO TAPE CARTRIDGES, PRE-RECORDED		AUDIO TAPE CASSETTES, BLANK		AUDIO TAPE CASSETTES, PRE-RECORDED		SHEET MUSIC	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
FEMALE HOMEMAKERS	91.5	90.1	98	92.2	101	91.2	100	87.9	96	87.9	96
EMPLOYED MOTHERS	21.1	29.2	138	33.0	156	33.5	158	32.3	153	29.8	141
18 - 24	16.6	11.8	71	16.3	98	17.6	106	22.2	133	18.9	114
25 - 34	22.8	40.5	177	28.7	126	31.6	138	31.6	138	27.0	118
35 - 44	16.7	27.8	166	30.5	182	28.4	170	23.3	139	25.5	153
45 - 54	12.9	9.1	70	11.2	86	11.2	87	9.9	76	10.9	84
55 - 64	13.4	6.5	49	9.8	73	8.2	62	8.5	63	9.2	68
65 OR OLDER	17.5	4.4	25	3.6	21	3.0	17	4.6	26	8.6	49
18 - 34	39.5	52.2	132	45.0	114	49.1	124	53.8	136	45.9	116
18 - 49	62.3	84.9	136	81.4	131	85.6	137	82.8	133	79.3	127
25 - 54	52.5	77.3	147	70.3	134	71.2	136	64.7	123	63.4	121
35 - 49	22.9	32.7	143	36.4	159	36.4	159	29.0	127	33.4	146
50 OR OLDER	37.7	15.1	40	18.6	49	14.4	38	17.2	46	20.7	55
GRADUATED COLLEGE	13.7	22.7	166	18.9	138	21.2	155	18.5	135	26.6	194
ATTENDED COLLEGE	17.3	25.3	146	27.2	157	27.6	159	25.5	148	34.1	197
GRADUATED HIGH SCHOOL	41.7	40.7	98	44.4	106	40.2	96	42.9	103	29.1	70
DID NOT GRADUATE HIGH SCHOOL	27.3	11.3	41	9.5	35	11.0	40	13.0	48	10.3	38
EMPLOYED FULL-TIME	40.1	54.8	137	56.1	140	51.4	128	49.4	123	49.8	124
EMPLOYED PART-TIME	9.6	10.2	106	12.1	126	12.0	125	12.3	128	16.2	168
NOT EMPLOYED	50.3	35.0	70	31.8	63	36.7	73	38.3	76	34.0	68
PROFESSIONAL/MANAGER	12.2	25.2	206	28.2	231	21.2	173	18.6	152	26.9	220
TECH/CLERICAL/SALES	22.2	25.2	113	27.7	125	29.5	133	28.1	127	26.9	121
PRECISION/CRAFT	1.2	**1.0	90	**0.5	47	2.6	225	1.5	129	**1.1	94
OTHER EMPLOYED	14.1	13.7	97	11.8	83	10.1	71	13.5	95	11.1	78
SINGLE	18.1	18.7	103	17.8	99	20.1	111	21.7	120	21.0	116
MARRIED	58.4	66.4	114	68.1	117	65.8	113	61.8	106	63.0	108
DIVORCED/SEPARATED/WIDOWED	23.5	14.9	63	14.0	60	14.1	60	16.4	70	16.0	68
PARENTS	38.3	50.5	132	48.9	127	54.7	143	51.2	134	45.0	117
WHITE	86.4	87.0	101	93.3	108	90.5	105	91.7	106	90.6	105
BLACK	11.4	8.1	71	6.5	57	7.0	62	5.2	46	8.9	78
OTHER	2.2	**4.9	218	**0.2	9	2.5	110	3.0	135	**0.5	20
NORTHEAST-CENSUS	22.4	29.4	132	20.2	90	23.7	106	19.8	88	25.1	112
NORTH CENTRAL	25.1	24.3	97	23.7	95	24.6	98	23.0	92	27.2	108
SOUTH	34.0	24.7	73	31.8	94	26.5	78	27.0	79	29.3	86
WEST	18.5	21.5	116	24.3	131	25.1	135	30.3	163	18.3	99
NORTHEAST-MKTG.	22.8	30.1	132	21.4	94	22.2	98	19.4	85	23.1	101
EAST CENTRAL	14.8	11.8	80	13.2	90	16.7	113	12.6	86	16.0	109
WEST CENTRAL	16.9	17.0	100	16.2	95	17.3	102	16.8	99	19.2	113
SOUTH	29.1	21.9	75	28.8	99	22.1	76	24.7	85	26.8	92
PACIFIC	16.4	19.2	117	20.4	124	21.6	132	26.4	162	14.9	91
COUNTY SIZE A	41.5	46.4	112	40.1	97	44.3	107	41.1	99	45.0	108
COUNTY SIZE B	30.3	29.6	98	34.1	113	26.5	87	30.6	101	29.4	97
COUNTY SIZE C	15.4	12.6	82	16.9	110	18.3	119	16.6	108	14.9	97
COUNTY SIZE D	12.8	11.3	88	8.9	69	10.9	85	11.7	91	10.7	84
METRO CENTRAL CITY	30.3	25.6	84	33.3	110	29.0	96	30.0	99	23.6	78
METRO SUBURBAN	45.1	57.3	127	48.0	106	46.6	103	48.1	107	52.1	115
NON METRO	24.6	17.1	70	18.7	76	24.4	99	21.8	89	24.3	99
TOP 5 ADI'S	23.6	33.7	143	24.8	105	25.2	107	24.7	105	23.4	99
TOP 10 ADI'S	32.5	41.3	127	31.3	96	30.5	94	31.1	96	31.1	96
TOP 20 ADI'S	46.2	52.2	113	45.7	99	45.3	98	46.4	100	55.8	121
HSHLD INC. \$50,000 OR MORE	9.0	15.3	170	17.6	196	13.8	154	13.9	155	17.7	197
\$40,000 OR MORE	17.2	27.6	160	28.8	167	26.7	155	29.2	170	30.7	179
\$30,000 OR MORE	32.0	48.9	153	49.8	156	44.8	140	48.6	152	53.4	167
\$25,000 OR MORE	41.2	65.1	158	65.3	159	56.6	137	59.0	143	62.9	153
\$20,000 - \$24,999	11.2	12.7	113	6.6	59	13.1	116	10.3	92	10.1	90
\$15,000 - \$19,999	10.4	6.8	66	5.9	57	9.2	88	8.4	81	7.3	70
\$10,000 - \$14,999	15.2	8.1	53	15.4	101	11.9	78	13.1	86	10.9	71
UNDER \$10,000	22.0	7.4	34	6.7	31	9.2	42	9.1	42	8.8	40
HOUSEHOLD OF 1 PERSON	13.6	6.0	44	7.6	56	7.7	57	8.7	64	9.2	68
2 PEOPLE	30.6	26.3	86	28.2	92	25.1	82	22.4	73	28.0	91
3 OR 4 PEOPLE	38.7	48.3	125	48.4	125	47.6	123	47.0	121	43.8	113
5 OR MORE PEOPLE	17.2	19.5	114	15.8	92	19.6	114	22.0	128	19.0	111
NO CHILD IN HSHLD	56.3	45.6	81	47.0	84	39.0	69	41.7	74	47.7	85
CHILD(REN) UNDER 2 YRS	6.8	5.2	77	3.9	57	7.0	103	7.7	113	5.0	73
2 - 5 YEARS	17.2	17.2	100	14.6	85	17.4	101	20.0	116	11.9	69
6 - 11 YEARS	18.4	22.1	120	21.7	118	24.2	132	25.5	139	26.3	143
12 - 17 YEARS	21.7	29.1	134	32.4	150	38.3	177	33.0	152	30.6	141
RESIDENCE OWNED	69.4	74.1	107	73.9	106	72.0	104	74.5	107	78.1	113
VALUE: \$50,000 OR MORE	40.0	55.7	139	45.7	114	45.7	114	49.7	124	55.4	139
VALUE: UNDER \$50,000	29.4	18.4	62	28.1	96	26.3	89	24.7	84	22.8	77

RELATIVE VOLUME OF CONSUMPTION
SPORTS & LEISURE (P-10)
(MALES)

	TOTAL U.S. % DOWN	MOVIE ATTENDANCE LAST 3 MONTHS		MOVIE ATTENDANCE LAST MONTH		LIVE THEATER/ CONCERT ATTENDANCE		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX								
TOTAL MALES	100.0														
HOUSEHOLD HEADS	83.8	74.0	88	72.2	86	80.0	95								
18 - 24	17.6	30.8	175	32.8	186	22.8	130								
25 - 34	24.4	29.2	120	29.4	121	24.2	99								
35 - 44	17.9	16.9	94	16.5	92	19.2	107								
45 - 54	13.7	11.7	85	11.0	80	15.5	113								
55 - 64	13.1	6.7	51	6.0	46	9.9	76								
65 OR OLDER	13.3	4.8	36	4.3	32	8.4	63								
18 - 34	42.0	60.0	143	62.2	148	47.0	112								
18 - 49	66.7	82.3	123	83.6	125	74.1	111								
25 - 54	56.0	57.8	103	56.9	102	58.9	105								
35 - 49	24.8	22.4	90	21.4	86	27.1	109								
50 OR OLDER	33.3	17.7	53	16.4	49	25.9	78								
GRADUATED COLLEGE	20.2	25.5	126	26.1	129	36.1	179								
ATTENDED COLLEGE	17.2	23.4	136	24.2	141	20.9	122								
GRADUATED HIGH SCHOOL	36.1	32.6	90	32.5	90	29.1	81								
DID NOT GRADUATE HIGH SCHOOL	26.6	18.5	70	17.1	64	13.8	52								
EMPLOYED FULL-TIME	66.0	69.8	106	71.3	108	69.0	105								
EMPLOYED PART-TIME	5.2	6.9	133	6.9	134	5.5	106								
NOT EMPLOYED	28.8	23.3	81	21.8	76	25.5	88								
PROFESSIONAL/MANAGER	19.0	22.5	118	23.0	121	30.3	160								
TECH/CLERICAL/SALES	14.2	16.6	117	17.1	120	14.0	98								
PRECISION/CRAFT	14.6	14.8	101	15.2	104	11.4	78								
OTHER EMPLOYED	23.4	22.9	98	22.9	98	18.8	80								
SINGLE	24.7	39.4	160	42.2	171	33.4	135								
MARRIED	65.5	51.8	79	50.2	77	57.1	87								
DIVORCED/SEPARATED/WIDOWED	9.8	8.8	89	7.7	78	9.5	96								
PARENTS	32.0	30.2	94	29.2	91	28.8	90								
WHITE	87.9	87.0	99	87.9	100	89.1	101								
BLACK	10.0	10.2	102	9.2	92	8.3	84								
OTHER	2.1	2.8	131	2.9	136	2.6	122								
NORTHEAST-CENSUS	21.7	33.3	153	33.0	152	42.5	196								
NORTH CENTRAL	25.8	24.1	94	23.9	93	23.1	90								
SOUTH	33.7	25.1	74	24.5	73	19.1	57								
WEST	18.8	17.5	93	18.5	98	15.3	82								
NORTHEAST-MKTG.	22.7	32.5	143	31.1	137	40.6	179								
EAST CENTRAL	14.8	14.1	95	14.5	98	16.0	108								
WEST CENTRAL	17.1	16.4	96	16.5	97	14.5	85								
SOUTH	29.2	21.6	74	21.6	74	15.6	53								
PACIFIC	16.2	15.5	95	16.3	101	13.3	82								
COUNTY SIZE A	41.1	51.0	124	50.5	123	52.9	129								
COUNTY SIZE B	30.0	29.3	97	29.4	98	28.9	96								
COUNTY SIZE C	16.0	12.3	77	13.5	84	11.1	69								
COUNTY SIZE D	12.9	7.5	58	6.6	51	7.1	55								
METRO CENTRAL CITY	29.3	35.5	121	35.7	122	33.0	113								
METRO SUBURBAN	46.6	48.3	104	48.7	104	50.6	109								
NON METRO	24.2	16.2	67	15.6	65	16.4	68								
TOP 5 ADI'S	23.6	32.8	139	31.2	132	34.3	145								
TOP 10 ADI'S	33.0	43.4	131	42.1	128	46.9	142								
TOP 20 ADI'S	46.2	55.7	121	54.6	118	59.7	129								
HSHLD INC. \$50,000 OR MORE	11.8	13.9	118	14.9	127	18.4	156								
\$40,000 OR MORE	22.7	26.4	116	28.0	123	31.5	139								
\$30,000 OR MORE	39.6	45.2	114	47.7	121	51.6	130								
\$25,000 OR MORE	50.3	56.5	112	59.1	118	63.8	127								
\$20,000 - \$24,999	10.9	9.3	85	8.8	80	9.2	84								
\$15,000 - \$19,999	10.0	10.5	105	9.0	90	7.8	78								
\$10,000 - \$14,999	14.0	13.0	93	12.4	89	10.6	76								
UNDER \$10,000	14.7	10.7	72	10.7	72	8.6	58								
HOUSEHOLD OF 1 PERSON	9.4	10.6	113	10.3	110	10.9	116								
2 PEOPLE	31.2	25.9	83	27.2	87	29.7	95								
3 OR 4 PEOPLE	41.2	44.8	109	44.5	108	43.7	106								
5 OR MORE PEOPLE	18.1	18.7	103	18.0	99	15.8	87								
NO CHILD IN HSHLD	59.0	58.2	99	59.3	101	62.6	106								
CHILD(REN) UNDER 2 YRS	6.1	5.1	84	4.8	80	4.7	77								
2 - 5 YEARS	14.0	14.1	100	14.5	104	11.1	79								
6 - 11 YEARS	17.9	18.3	102	17.4	97	16.3	91								
12 - 17 YEARS	22.0	22.8	104	22.4	102	21.7	99								
RESIDENCE OWNED	71.2	61.6	87	62.3	88	68.2	96								
VALUE: \$50,000 OR MORE	43.9	41.8	95	42.4	97	50.6	115								
VALUE: UNDER \$50,000	27.2	19.8	73	19.9	73	17.5	64								

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RELATIVE VOLUME OF CONSUMPTION
SPORTS & LEISURE (P-10)
(FEMALES)

	TOTAL U.S. % DOWN	MOVIE ATTENDANCE LAST 3 MONTHS		MOVIE ATTENDANCE LAST MONTH		LIVE THEATER/ CONCERT ATTENDANCE									
		B	D	B	D	B	D	B	D	B	D	B	D	B	D
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100								
FEMALE HOMEMAKERS	91.5	86.6	95	87.2	95	90.1	98								
EMPLOYED MOTHERS	21.1	24.1	114	24.1	114	22.6	107								
18 - 24	16.6	28.5	171	29.6	178	18.4	111								
25 - 34	22.8	30.5	134	30.9	135	26.4	116								
35 - 44	16.7	15.6	93	15.0	90	18.6	111								
45 - 54	12.9	11.2	86	10.3	80	13.4	103								
55 - 64	13.4	7.6	57	7.5	56	12.8	96								
65 OR OLDER	17.5	6.7	38	6.7	38	10.4	60								
18 - 34	39.5	59.0	149	60.5	153	44.8	114								
18 - 49	62.3	80.4	129	81.1	130	69.3	111								
25 - 54	52.5	57.3	109	56.2	107	58.3	111								
35 - 49	22.9	21.4	94	20.5	90	24.5	107								
50 OR OLDER	37.7	19.6	52	18.9	50	30.7	82								
GRADUATED COLLEGE	13.7	20.0	146	21.0	153	25.9	189								
ATTENDED COLLEGE	17.3	23.1	133	23.4	135	25.1	145								
GRADUATED HIGH SCHOOL	41.7	38.7	93	40.2	96	36.0	86								
DID NOT GRADUATE HIGH SCHOOL	27.3	18.2	67	15.5	57	13.1	48								
EMPLOYED FULL-TIME	40.1	50.3	125	50.9	127	50.9	127								
EMPLOYED PART-TIME	9.6	11.3	118	10.3	107	12.3	128								
NOT EMPLOYED	50.3	38.4	76	38.8	77	36.8	73								
PROFESSIONAL/MANAGER	12.2	17.7	144	18.1	148	23.4	192								
TECH/CLERICAL/SALES	22.2	27.0	122	26.1	117	28.1	127								
PRECISION/CRAFT	1.2	1.2	108	*1.0	85	1.2	108								
OTHER EMPLOYED	14.1	15.7	111	16.0	113	10.4	74								
SINGLE	18.1	29.7	164	30.6	169	26.4	146								
MARRIED	58.4	53.3	91	53.1	91	54.2	93								
DIVORCED/SEPARATED/WIDOWED	23.5	16.9	72	16.3	69	19.4	83								
PARENTS	38.3	41.0	107	41.3	108	36.3	95								
WHITE	86.4	87.8	102	88.4	102	90.4	105								
BLACK	11.4	9.4	83	9.2	80	7.5	66								
OTHER	2.2	2.7	122	*2.5	111	2.0	91								
NORTHEAST-CENSUS	22.4	33.7	150	33.1	148	41.3	184								
NORTH CENTRAL	25.1	22.6	90	24.1	96	22.4	89								
SOUTH	34.0	23.7	70	22.9	67	18.3	54								
WEST	18.5	20.1	108	19.9	107	18.1	97								
NORTHEAST-MKTG.	22.8	32.7	143	30.7	135	40.1	176								
EAST CENTRAL	14.8	14.7	100	16.0	109	14.4	98								
WEST CENTRAL	16.9	15.0	88	15.8	93	14.7	87								
SOUTH	29.1	19.8	68	19.5	67	14.6	50								
PACIFIC	16.4	17.8	109	17.9	109	16.3	99								
COUNTY SIZE A	41.5	48.6	117	48.3	116	50.4	121								
COUNTY SIZE B	30.3	30.5	101	31.0	102	30.3	100								
COUNTY SIZE C	15.4	14.0	91	13.6	88	12.8	83								
COUNTY SIZE D	12.8	6.8	53	7.1	55	6.5	51								
METRO CENTRAL CITY	30.3	35.1	116	36.0	119	33.7	111								
METRO SUBURBAN	45.1	47.7	106	47.0	104	50.2	111								
NON METRO	24.6	17.2	70	17.0	69	16.1	66								
TOP 5 ADI'S	23.6	32.0	136	31.7	135	35.1	149								
TOP 10 ADI'S	32.5	41.2	127	40.8	126	43.7	135								
TOP 20 ADI'S	46.2	54.6	118	54.4	118	58.0	125								
HSOLD INC. \$50,000 OR MORE	9.0	11.9	132	12.5	140	16.2	180								
\$40,000 OR MORE	17.2	23.1	134	23.3	135	27.7	161								
\$30,000 OR MORE	32.0	39.4	123	39.5	123	45.9	143								
\$25,000 OR MORE	41.2	49.8	121	49.7	121	58.1	141								
\$20,000 - \$24,999	11.2	12.1	108	12.6	112	10.8	96								
\$15,000 - \$19,999	10.4	9.1	88	9.4	91	8.3	80								
\$10,000 - \$14,999	15.2	14.4	95	15.5	101	11.9	78								
UNDER \$10,000	22.0	14.5	66	12.8	58	11.0	50								
HOUSEHOLD OF 1 PERSON	13.6	10.4	77	10.6	78	13.7	101								
2 PEOPLE	30.6	29.5	96	30.5	100	29.7	97								
3 OR 4 PEOPLE	38.7	41.7	108	40.9	106	41.2	106								
5 OR MORE PEOPLE	17.2	18.4	107	18.1	105	15.4	90								
NO CHILD IN HSHLD	56.3	52.5	93	52.5	93	57.8	103								
CHILD(REN) UNDER 2 YRS	6.8	7.1	104	6.9	101	4.4	65								
2 - 5 YEARS	17.2	17.4	101	18.0	105	13.7	80								
6 - 11 YEARS	18.4	20.3	111	20.8	113	16.2	88								
12 - 17 YEARS	21.7	23.6	109	23.3	107	23.6	109								
RESIDENCE OWNED	69.4	60.0	86	60.3	87	69.3	100								
VALUE: \$50,000 OR MORE	40.0	41.1	103	40.7	102	51.7	129								
VALUE: UNDER \$50,000	29.4	18.9	64	19.6	67	17.6	60								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
RESTAURANTS, STORES & GROCERY SHOPPING (P-11)
(MALES)

	TOTAL U.S. % DOWN	FAST FOOD DRIVE-IN/FAM. & STEAK REST.		FOOD SHOPPING, FILL-IN		FOOD SHOPPING, MAJOR		GOURMET SPECIALTY STORES		HEALTH FOOD STORES		B D % DOWN INDEX	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX		
TOTAL MALES	100.0												
HOUSEHOLD HEADS	83.8	82.4	98	86.6	103	88.3	105	87.7	105	81.7	97		
18 - 24	17.6	20.5	117	15.6	89	13.6	78	23.1	131	20.4	116		
25 - 34	24.4	26.3	108	25.0	103	21.6	89	29.2	120	26.3	108		
35 - 44	17.9	18.6	104	19.8	110	18.6	104	16.8	94	17.1	95		
45 - 54	13.7	13.9	101	13.7	100	13.8	100	14.4	104	11.7	85		
55 - 64	13.1	11.4	87	13.4	103	15.1	115	9.1	70	9.9	76		
65 OR OLDER	13.3	9.2	69	12.4	94	17.2	130	7.5	57	14.6	110		
18 - 34	42.0	46.8	112	40.6	97	35.3	84	52.2	124	46.7	111		
18 - 49	66.7	72.6	109	67.3	101	60.6	91	77.0	115	70.1	105		
25 - 54	56.0	58.9	105	58.5	104	54.1	97	60.3	108	55.1	98		
35 - 49	24.8	25.8	104	26.7	108	25.3	102	24.8	100	23.4	94		
50 OR OLDER	33.3	27.4	82	32.7	98	39.4	119	23.0	69	29.9	90		
GRADUATED COLLEGE	20.2	21.3	106	21.6	107	19.9	99	41.1	204	28.7	142		
ATTENDED COLLEGE	17.2	19.6	114	18.6	108	15.6	91	19.1	111	18.5	108		
GRADUATED HIGH SCHOOL	36.1	38.0	105	35.4	98	35.1	97	26.6	74	26.6	74		
DID NOT GRADUATE HIGH SCHOOL	26.6	21.1	79	24.4	92	29.4	110	13.3	50	26.2	99		
EMPLOYED FULL-TIME	66.0	70.7	107	67.7	103	62.6	95	71.2	108	62.4	94		
EMPLOYED PART-TIME	5.2	5.7	110	5.0	96	4.2	81	6.4	123	7.0	134		
NOT EMPLOYED	28.8	23.6	82	27.3	95	33.2	115	22.4	78	30.7	106		
PROFESSIONAL/MANAGER	19.0	20.2	107	20.6	108	17.7	93	37.1	196	24.2	128		
TECH/CLERICAL/SALES	14.2	16.1	114	15.0	106	13.5	95	11.8	83	12.3	87		
PRECISION/CRAFT	14.6	15.6	106	15.0	102	13.4	91	9.1	62	11.0	75		
OTHER EMPLOYED	23.4	24.4	105	22.1	95	22.2	95	19.5	83	21.8	93		
SINGLE	24.7	27.4	111	23.1	94	22.1	89	44.7	181	37.4	152		
MARRIED	65.5	63.1	96	66.6	102	66.2	101	45.4	69	50.2	77		
DIVORCED/SEPARATED/WIDOWED	9.8	9.5	96	10.3	105	11.7	119	9.9	100	12.3	125		
PARENTS	32.0	32.8	102	34.7	108	29.4	92	22.6	71	21.1	66		
WHITE	87.9	88.5	101	89.0	101	88.4	101	87.6	100	82.2	94		
BLACK	10.0	9.4	94	9.0	90	9.3	93	10.1	101	14.6	146		
OTHER	2.1	2.1	100	2.0	93	2.3	109	2.3	107	3.2	150		
NORTHEAST-CENSUS	21.7	21.5	99	22.7	105	20.7	96	25.3	116	28.0	129		
NORTH CENTRAL	25.8	27.4	106	25.0	97	24.7	96	15.0	58	15.3	59		
SOUTH	33.7	32.6	97	32.9	98	34.5	102	25.5	76	29.2	87		
WEST	18.8	18.5	98	19.4	103	20.0	107	34.2	182	27.5	146		
NORTHEAST-MKTG.	22.7	21.6	95	22.7	100	21.4	94	26.0	115	30.5	135		
EAST CENTRAL	14.8	15.8	107	14.4	97	14.0	94	11.4	77	8.9	60		
WEST CENTRAL	17.1	17.7	104	17.0	100	16.7	98	6.7	39	10.5	62		
SOUTH	29.2	29.3	100	29.2	100	30.6	105	22.8	78	24.5	84		
PACIFIC	16.2	15.7	96	16.7	103	17.4	107	33.0	203	25.6	157		
COUNTY SIZE A	41.1	42.3	103	41.7	101	40.2	98	65.6	160	53.0	129		
COUNTY SIZE B	30.0	31.3	104	29.8	99	30.1	100	24.3	81	29.5	98		
COUNTY SIZE C	16.0	15.3	96	17.3	108	16.4	103	6.7	42	9.4	59		
COUNTY SIZE D	12.9	11.2	87	11.2	87	13.4	104	3.3	26	8.1	63		
METRO CENTRAL CITY	29.3	30.7	105	29.5	101	30.0	103	45.1	154	42.0	144		
METRO SUBURBAN	46.6	48.7	105	46.9	101	45.3	97	47.6	102	44.3	95		
NON METRO	24.2	20.6	85	23.6	98	24.7	102	7.3	30	13.7	57		
TOP 5 ADI'S	23.6	23.9	101	24.7	105	24.4	103	41.0	174	41.9	178		
TOP 10 ADI'S	33.0	33.2	100	33.5	102	32.4	98	55.6	169	51.6	156		
TOP 20 ADI'S	46.2	46.9	102	47.2	102	45.8	99	69.2	150	65.4	141		
HSHLD INC. \$50,000 OR MORE	11.8	12.4	105	11.7	100	9.9	85	15.9	135	12.1	103		
\$40,000 OR MORE	22.7	24.3	107	22.0	97	19.2	85	32.2	142	23.2	102		
\$30,000 OR MORE	39.6	42.9	108	39.6	100	34.4	87	54.0	136	37.1	94		
\$25,000 OR MORE	50.3	54.1	107	50.7	101	44.2	88	67.5	134	45.8	91		
\$20,000 - \$24,999	10.9	11.3	104	11.7	107	12.0	109	7.0	64	13.5	124		
\$15,000 - \$19,999	10.0	10.7	106	10.5	104	11.2	112	4.1	41	8.6	86		
\$10,000 - \$14,999	14.0	12.8	91	14.1	101	16.8	120	15.0	107	17.1	122		
UNDER \$10,000	14.7	11.1	76	13.0	88	15.8	107	6.4	43	15.0	102		
HOUSEHOLD OF 1 PERSON	9.4	9.6	102	10.2	109	12.4	132	19.6	208	18.0	192		
2 PEOPLE	31.2	29.7	95	31.1	100	35.2	113	30.3	97	33.1	106		
3 OR 4 PEOPLE	41.2	43.2	105	41.0	99	36.3	88	36.9	89	38.5	93		
5 OR MORE PEOPLE	18.1	17.5	96	17.7	97	16.1	89	13.3	73	10.3	57		
NO CHILD IN HSHLD	59.0	58.0	98	57.8	98	62.9	107	70.1	119	71.9	122		
CHILD(REN) UNDER 2 YRS	6.1	5.7	94	5.9	97	5.6	92	4.7	78	2.8	46		
2 - 5 YEARS	14.0	14.3	102	14.4	103	12.5	89	10.0	71	7.2	51		
6 - 11 YEARS	17.9	17.7	99	19.4	108	17.0	95	13.8	77	12.5	70		
12 - 17 YEARS	22.0	22.6	103	22.3	102	20.2	92	14.8	67	16.0	73		
RESIDENCE OWNED	71.2	70.0	98	69.5	98	68.9	97	51.8	73	52.5	74		
VALUE: \$50,000 OR MORE	43.9	44.9	102	43.7	100	40.2	92	43.0	98	35.1	80		
VALUE: UNDER \$50,000	27.2	25.0	92	25.7	94	28.7	105	8.8	32	17.4	64		

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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RELATIVE VOLUME OF CONSUMPTION
RESTAURANTS, STORES & GROCERY SHOPPING (P-11)
(FEMALES)

	TOTAL U.S. % DOWN	FAST FOOD DRIVE-IN/FAM. & STEAK REST.		FOOD SHOPPING, FILL-IN		FOOD SHOPPING, MAJOR		GOURMET SPECIALTY STORES		HEALTH FOOD STORES		% DOWN	D INDEX
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX		
TOTAL FEMALES	100.0												
FEMALE HOMEOWNERS	91.5	90.4	99	100.0	101	94.2	103	100.0	102	100.0	100	90.6	99
EMPLOYED MOTHERS	21.1	24.8	118	24.5	116	22.3	105	19.6	93	18.2	86		
18 - 24	16.6	19.4	117	15.0	90	12.8	77	13.7	82	16.1	97		
25 - 34	22.8	25.6	112	24.6	108	21.7	95	25.7	113	23.9	105		
35 - 44	16.7	18.4	110	20.1	120	18.4	110	17.1	102	16.0	96		
45 - 54	12.9	12.9	99	13.5	104	13.8	107	10.7	83	14.1	109		
55 - 64	13.4	12.1	90	13.0	97	15.0	112	20.1	150	14.8	111		
65 OR OLDER	17.6	11.6	66	13.8	79	18.2	104	12.6	72	15.2	87		
18 - 34	39.5	45.1	114	39.7	100	34.5	87	39.4	100	39.9	101		
18 - 49	62.3	69.9	112	66.3	106	59.4	95	61.9	99	62.6	100		
25 - 54	52.5	56.9	108	58.2	111	53.9	103	53.5	102	53.9	103		
35 - 49	22.9	24.8	109	26.7	117	24.9	109	22.5	98	22.7	99		
50 OR OLDER	37.7	30.1	80	33.7	89	40.6	108	38.1	101	37.4	99		
GRADUATED COLLEGE	13.7	15.1	110	15.5	113	14.5	106	30.8	225	23.5	171		
ATTENDED COLLEGE	17.3	19.3	112	19.4	112	17.7	102	19.2	111	19.7	114		
GRADUATED HIGH SCHOOL	41.7	44.7	107	42.3	101	42.1	101	33.0	79	33.8	81		
DID NOT GRADUATE HIGH SCHOOL	27.3	20.9	76	22.7	83	25.7	94	16.9	62	22.9	84		
EMPLOYED FULL-TIME	40.1	47.1	117	43.2	108	40.0	100	46.2	115	44.5	111		
EMPLOYED PART-TIME	9.6	10.3	107	10.4	108	9.5	99	9.8	102	12.7	132		
NOT EMPLOYED	50.3	42.7	85	46.5	92	50.5	100	44.0	88	42.8	85		
PROFESSIONAL/MANAGER	12.2	14.5	119	14.5	118	13.0	106	23.1	189	19.8	162		
TECH/CLERICAL/SALES	22.2	26.8	121	24.0	108	21.4	97	21.1	95	22.8	103		
PRECISION/CRAFT	1.2	1.2	103	1.2	106	1.2	108	3.7	318	1.7	143		
OTHER EMPLOYED	14.1	14.8	105	13.9	98	13.9	98	8.0	57	13.0	92		
SINGLE	18.1	21.0	116	16.3	90	14.2	78	20.6	114	23.3	129		
MARRIED	58.4	58.7	100	62.3	107	62.5	107	59.8	102	54.7	94		
DIVORCED/SEPARATED/WIDOWED	23.5	20.3	86	21.4	91	23.3	99	19.6	84	22.1	94		
PARENTS	38.3	41.0	107	43.1	112	39.7	103	30.0	78	31.3	82		
WHITE	86.4	88.2	102	88.6	103	88.1	102	84.2	97	85.7	99		
BLACK	11.4	9.6	84	9.0	79	9.7	85	13.7	121	11.4	101		
OTHER	2.2	2.2	98	2.4	107	2.2	97	2.1	94	2.9	128		
NORTHEAST-CENSUS	22.4	21.7	97	24.6	110	23.2	104	36.1	161	31.7	141		
NORTH CENTRAL	25.1	27.5	110	24.7	99	24.9	99	10.5	42	18.4	74		
SOUTH	34.0	32.2	95	30.8	91	33.2	97	28.4	83	25.1	74		
WEST	18.5	18.6	100	19.8	107	18.8	101	25.1	135	24.8	134		
NORTHEAST-MKTG.	22.8	21.2	93	24.3	107	23.5	103	37.2	163	33.0	145		
EAST CENTRAL	14.8	16.1	109	14.5	98	14.7	100	10.1	69	12.2	83		
WEST CENTRAL	16.9	18.0	106	17.1	101	17.1	101	5.4	32	11.7	69		
SOUTH	29.1	28.3	97	26.7	92	28.3	97	23.8	82	20.5	70		
PACIFIC	16.4	16.4	100	17.5	107	16.4	100	23.4	143	22.6	138		
COUNTY SIZE A	41.5	41.2	99	42.9	103	40.7	98	58.2	140	51.5	124		
COUNTY SIZE B	30.3	32.4	107	30.4	100	30.6	101	20.6	68	26.7	88		
COUNTY SIZE C	15.4	15.1	98	15.3	99	16.3	106	10.4	68	13.8	89		
COUNTY SIZE D	12.8	11.3	88	11.4	89	12.4	97	10.8	84	8.0	63		
METRO CENTRAL CITY	30.3	31.3	103	30.8	102	29.8	98	32.4	107	33.9	112		
METRO SUBURBAN	45.1	47.2	105	46.2	103	45.2	100	49.7	110	47.0	104		
NON METRO	24.6	21.5	88	22.9	93	25.0	102	17.9	73	19.1	78		
TOP 5 ADI'S	23.6	23.9	101	25.7	109	23.8	101	37.7	160	36.1	153		
TOP 10 ADI'S	32.5	32.0	99	34.4	106	32.1	99	49.3	152	46.9	144		
TOP 20 ADI'S	46.2	45.8	99	47.6	103	45.2	98	64.8	140	59.0	128		
HSHLD INC. \$50,000 OR MORE	9.0	10.1	112	10.1	113	9.5	106	16.3	182	13.6	152		
\$40,000 OR MORE	17.2	19.5	114	19.6	114	17.9	104	31.3	182	25.9	151		
\$30,000 OR MORE	32.0	35.3	110	36.7	115	33.6	105	50.2	157	41.7	130		
\$25,000 OR MORE	41.2	46.0	112	46.6	113	43.2	105	57.7	140	49.9	121		
\$20,000 - \$24,999	11.2	12.1	107	11.5	102	11.2	99	11.4	101	8.6	77		
\$15,000 - \$19,999	10.4	11.0	106	10.5	101	10.3	99	5.1	49	7.4	71		
\$10,000 - \$14,999	15.2	15.1	99	14.5	95	15.6	102	10.4	68	12.8	84		
UNDER \$10,000	22.0	15.8	72	16.8	77	19.8	90	15.4	70	21.3	97		
HOUSEHOLD OF 1 PERSON	13.6	11.8	87	11.3	83	13.5	99	17.3	128	13.6	100		
2 PEOPLE	30.6	29.7	97	29.2	96	31.0	101	43.0	141	34.2	112		
3 OR 4 PEOPLE	38.7	41.3	107	40.9	106	38.3	99	25.6	66	39.6	102		
5 OR MORE PEOPLE	17.2	17.2	100	18.6	108	17.3	101	14.0	81	12.5	73		
NO CHILD IN HSHLD	56.3	53.3	95	51.8	92	56.1	100	67.2	119	65.7	117		
CHILD(REN) UNDER 2 YRS	6.8	6.8	99	6.9	101	6.3	92	6.5	95	4.8	70		
2 - 5 YEARS	17.2	17.4	101	17.8	103	16.7	97	10.7	62	13.7	80		
6 - 11 YEARS	18.4	19.1	104	20.7	113	18.9	103	7.4	40	13.5	74		
12 - 17 YEARS	21.7	23.7	109	25.2	116	22.9	106	17.3	80	16.7	77		
RESIDENCE OWNED	69.4	69.1	100	70.3	101	72.1	104	68.2	98	66.4	96		
VALUE: \$50,000 OR MORE	40.0	40.9	102	42.9	107	42.2	105	50.0	125	46.0	115		
VALUE: UNDER \$50,000	29.4	28.3	96	27.4	93	29.9	102	18.2	62	20.3	69		

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RELATIVE VOLUME OF CONSUMPTION
MEN'S APPAREL (P-13)
(MALES)

	TOTAL U.S. % DOWN	HEAVYWEIGHT JACKET (NOT SUIT TYPE)		LIGHTWEIGHT JACKET (NOT SUIT TYPE)		JEANS, DRESSY, DESIGNER		OTHER JEANS		SHIRTS- REGULAR OR DRESS		SHIRTS-SPORT (ALL TYPES)	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL MALES	100.0												
HOUSEHOLD HEADS	83.8	79.2	95	78.1	93	76.5	91	77.5	92	81.6	97	80.9	97
18 - 24	17.6	22.0	125	21.3	121	29.4	167	26.2	149	21.4	122	21.8	124
25 - 34	24.4	24.6	101	24.7	101	32.1	132	30.7	126	28.3	116	27.2	111
35 - 44	17.9	18.7	104	19.0	106	19.8	111	21.5	120	20.9	117	21.1	118
45 - 54	13.7	16.1	117	14.2	103	10.1	73	11.2	82	14.1	103	13.5	98
55 - 64	13.1	11.1	84	11.9	91	5.4	42	6.3	48	9.7	74	9.9	75
65 OR OLDER	13.3	7.5	57	8.8	67	3.1	24	4.0	30	5.6	42	6.5	49
18 - 34	42.0	46.7	111	46.0	110	61.5	147	56.9	136	49.7	118	49.0	117
18 - 49	66.7	74.1	111	72.0	108	88.1	132	84.9	127	78.3	117	77.6	116
25 - 54	56.0	59.4	106	57.9	103	62.0	111	63.5	113	63.4	113	61.8	110
35 - 49	24.8	27.4	111	25.9	105	26.6	107	28.0	113	28.6	115	28.6	115
50 OR OLDER	33.3	25.9	78	28.0	84	11.9	36	15.1	45	21.7	65	22.4	67
GRADUATED COLLEGE	20.2	18.7	93	22.4	111	16.4	81	16.9	84	32.3	160	26.5	131
ATTENDED COLLEGE	17.2	20.0	116	21.8	127	24.9	145	21.1	123	21.3	124	22.3	130
GRADUATED HIGH SCHOOL	36.1	39.8	110	32.9	91	41.4	115	39.4	109	30.9	86	35.9	100
DID NOT GRADUATE HIGH SCHOOL	26.6	21.5	81	22.9	86	17.3	65	22.6	85	15.5	58	15.3	58
EMPLOYED FULL-TIME	66.0	71.7	109	67.2	102	73.6	112	73.9	112	74.4	113	72.0	109
EMPLOYED PART-TIME	5.2	44.2	80	6.1	118	9.1	176	5.5	105	6.0	116	6.8	132
NOT EMPLOYED	28.8	24.1	84	26.7	93	17.3	60	20.7	72	19.5	68	21.2	74
PROFESSIONAL/MANAGER	19.0	19.2	101	22.2	117	18.6	98	15.0	79	30.6	161	23.5	124
TECH/CLERICAL/SALES	14.2	16.3	115	17.4	123	15.9	112	16.2	114	19.7	139	18.8	133
PRECISION/CRAFT	14.6	15.3	104	12.8	88	17.5	120	18.6	127	13.0	89	14.7	101
OTHER EMPLOYED	23.4	25.1	107	20.8	89	30.7	131	29.5	126	17.2	73	21.7	93
SINGLE	24.7	30.1	122	31.1	126	36.6	148	33.5	136	31.3	127	31.3	127
MARRIED	65.5	61.2	94	59.5	91	50.7	77	56.8	87	60.4	92	58.8	90
DIVORCED/SEPARATED/WIDOWED	9.8	8.7	88	9.4	95	12.7	129	9.7	99	8.3	84	9.9	101
PARENTS	32.0	32.3	101	28.5	89	34.1	104	37.8	118	32.8	103	31.8	99
WHITE	87.9	89.9	102	88.2	100	86.1	98	89.9	102	90.5	103	91.2	104
BLACK	10.0	7.2	72	9.5	95	12.4	124	7.7	77	6.9	69	7.2	72
OTHER	2.1	22.9	135	22.3	107	11.5	71	2.4	110	2.5	119	1.6	76
NORTHEAST-CENSUS	21.7	31.9	147	26.9	124	27.5	127	17.1	79	26.3	121	23.9	110
NORTH CENTRAL	25.8	29.9	116	23.4	90	24.9	96	28.2	109	22.8	88	22.5	87
SOUTH	33.7	24.1	71	28.0	83	27.8	83	35.8	106	30.9	92	31.9	95
WEST	18.8	14.2	75	21.8	116	19.9	106	18.8	100	19.9	106	21.6	115
NORTHEAST-MKTG.	22.7	32.2	142	27.3	121	26.3	116	17.3	76	26.7	118	24.6	109
EAST CENTRAL	14.8	16.8	114	15.8	106	15.4	104	15.8	107	13.6	92	13.1	88
WEST CENTRAL	17.1	21.4	126	14.4	85	15.1	89	19.1	112	15.5	91	15.7	92
SOUTH	29.2	18.7	64	24.1	82	24.7	84	32.9	113	27.1	93	29.2	100
PACIFIC	16.2	10.8	66	18.4	113	18.4	113	14.9	92	17.1	105	17.4	107
COUNTY SIZE A	41.1	39.6	96	44.3	108	45.0	109	36.6	89	43.6	106	44.4	108
COUNTY SIZE B	30.0	33.2	111	31.0	103	30.0	100	32.4	108	32.1	107	30.1	100
COUNTY SIZE C	16.0	17.1	107	15.2	95	15.6	98	17.1	107	15.4	96	16.9	106
COUNTY SIZE D	12.9	10.1	79	9.5	74	9.4	73	13.9	108	8.9	69	8.5	66
METRO CENTRAL CITY	29.3	30.0	103	29.2	100	31.9	109	28.3	97	31.9	109	31.9	109
METRO SUBURBAN	46.6	46.8	101	50.9	109	49.1	105	46.3	99	49.4	106	46.0	99
NON METRO	24.2	23.2	96	19.9	82	19.0	79	25.4	105	18.7	78	22.1	91
TOP 5 ADI'S	23.6	28.7	122	26.5	112	29.6	125	18.8	80	25.0	104	23.4	99
TOP 10 ADI'S	33.0	38.4	116	36.0	109	38.2	116	30.1	91	35.6	108	36.6	111
TOP 20 ADI'S	46.2	48.9	106	49.4	107	50.7	110	42.5	92	49.1	106	49.4	107
MSHLD INC. \$50,000 OR MORE	11.8	15.1	128	15.1	128	13.3	113	10.7	91	17.7	150	17.9	152
\$40,000 OR MORE	22.7	24.9	110	29.9	132	24.9	110	22.6	99	29.6	130	29.4	130
\$30,000 OR MORE	39.6	45.9	116	49.5	125	43.5	110	41.4	105	51.8	131	49.4	125
\$25,000 OR MORE	50.3	58.1	115	62.9	125	53.8	107	53.6	107	63.0	125	60.8	121
\$20,000 - \$24,999	10.9	9.7	89	8.8	81	10.3	94	12.8	117	10.6	97	10.0	92
\$15,000 - \$19,999	10.0	7.0	69	9.5	95	12.1	121	10.3	103	7.9	78	10.3	102
\$10,000 - \$14,999	14.0	11.8	85	10.3	74	12.9	92	12.4	89	10.2	73	10.4	74
UNDER \$10,000	14.7	13.4	91	8.5	57	10.9	74	10.8	73	8.3	56	8.6	58
HOUSEHOLD OF 1 PERSON	9.4	8.5	90	12.1	129	13.3	142	9.4	100	11.7	125	10.5	112
2 PEOPLE	31.2	25.1	80	30.2	97	21.6	69	24.0	77	29.4	94	29.4	94
3 OR 4 PEOPLE	41.2	46.5	113	40.9	99	44.7	108	43.8	106	42.5	103	45.6	111
5 OR MORE PEOPLE	18.1	19.9	110	16.8	92	20.4	112	22.8	126	16.4	90	14.5	80
NO CHILD IN HSHLD	59.0	57.8	98	63.4	107	52.7	89	50.6	86	58.7	100	60.5	102
CHILD(REN) UNDER 2 YRS	6.1	44.4	72	5.0	83	6.4	106	6.4	106	6.0	99	5.5	90
2 - 5 YEARS	14.0	10.3	74	9.6	68	14.8	106	14.3	102	12.4	89	11.4	81
6 - 11 YEARS	17.9	17.5	98	17.7	99	20.6	115	22.3	125	16.9	94	16.3	91
12 - 17 YEARS	22.0	25.8	117	23.1	105	24.9	114	26.9	122	22.0	100	21.6	98
RESIDENCE OWNED	71.2	69.5	98	68.0	96	59.9	84	66.7	94	66.7	94	67.2	94
VALUE: \$50,000 OR MORE	43.9	44.0	100	49.2	112	35.3	80	40.6	92	47.5	108	46.9	107
VALUE: UNDER \$50,000	27.2	25.5	94	18.8	69	24.5	90	26.1	96	19.2	70	20.2	74

RELATIVE VOLUME OF CONSUMPTION
MEN'S APPAREL (P-13)
(MALES)

	TOTAL U.S. % DOWN	BOOTS, WESTERN OR COMBOY (NOT RUBBER)		OTHER BOOTS (LEATHER/ LEATHER TYPE) NOT RAIN/SNOW		SHOES (CANVAS)		SHOES (LEATHER/ LEATHER TYPE)		SNEAKERS		B % DOWN	D INDEX
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX		
TOTAL MALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100		
HOUSEHOLD HEADS	83.8	83.5	100	81.2	97	79.8	95	82.1	98	73.9	88		
18 - 24	17.6	21.0	119	19.2	109	21.8	124	19.5	111	30.2	172		
25 - 34	24.4	27.2	111	32.9	135	22.9	94	26.0	107	30.1	123		
35 - 44	17.9	22.9	128	21.0	117	23.3	130	20.8	116	21.3	119		
45 - 54	13.7	16.7	121	14.6	106	12.7	92	13.9	101	9.2	67		
55 - 64	13.1	*6.6	50	7.2	55	10.8	83	12.1	92	6.0	46		
65 OR OLDER	13.3	*5.7	43	*5.0	38	8.5	64	7.8	59	3.2	24		
18 - 34	42.0	48.1	115	52.2	124	44.7	106	45.5	108	60.3	144		
18 - 49	66.7	81.0	121	81.4	122	76.3	114	73.8	111	86.2	129		
25 - 54	56.0	66.8	119	68.5	122	58.9	105	60.7	108	60.5	108		
35 - 49	24.8	32.9	133	29.3	118	31.6	128	28.3	114	25.9	104		
50 OR OLDER	33.3	19.0	57	18.6	56	23.7	71	26.2	79	13.8	42		
GRADUATED COLLEGE	20.2	15.6	77	15.9	79	20.6	102	27.2	135	23.6	117		
ATTENDED COLLEGE	17.2	21.9	127	18.2	106	19.2	112	21.1	123	23.5	136		
GRADUATED HIGH SCHOOL	36.1	40.0	111	45.9	127	33.6	93	33.2	92	36.1	100		
DID NOT GRADUATE HIGH SCHOOL	26.6	22.5	85	20.0	75	26.6	100	18.5	70	16.9	64		
EMPLOYED FULL-TIME	66.0	77.7	118	77.7	118	68.7	104	71.9	109	72.0	109		
EMPLOYED PART-TIME	5.2	*6.4	124	*6.2	119	*3.6	69	5.9	113	7.6	147		
NOT EMPLOYED	28.8	15.9	55	16.1	56	27.7	96	22.2	77	20.4	71		
PROFESSIONAL/MANAGER	19.0	18.6	98	12.9	68	20.2	107	25.2	133	20.1	106		
TECH/CLERICAL/SALES	14.2	14.8	105	15.3	108	11.1	78	17.7	125	18.8	132		
PRECISION/CRAFT	14.6	17.6	120	23.9	163	11.9	81	14.6	100	15.4	105		
OTHER EMPLOYED	23.4	33.1	141	31.7	136	29.0	124	20.1	86	25.3	108		
SINGLE	24.7	22.8	93	28.2	114	29.9	121	27.7	112	37.6	152		
MARRIED	65.5	67.9	104	62.0	95	59.5	91	63.1	96	54.8	84		
DIVORCED/SEPARATED/WIDOWED	9.8	9.2	94	9.8	99	10.7	109	9.2	93	7.6	78		
PARENTS	32.0	42.1	131	39.4	123	33.1	103	32.2	101	36.4	114		
WHITE	87.9	90.2	103	90.3	103	84.7	96	88.3	100	89.5	102		
BLACK	10.0	8.8	88	8.3	84	12.5	125	8.9	90	8.3	84		
OTHER	2.1	*1.0	49	*1.3	63	*2.8	130	2.8	129	*2.2	102		
NORTHEAST-CENSUS	21.7	12.4	57	22.4	103	17.3	80	25.8	119	28.3	131		
NORTH CENTRAL	25.8	24.3	94	25.9	101	25.6	99	24.3	94	21.5	83		
SOUTH	33.7	42.1	125	35.3	105	37.7	112	31.6	94	25.7	76		
WEST	18.8	21.2	113	16.4	87	19.4	103	18.3	97	24.4	130		
NORTHEAST-MKTG.	22.7	14.1	62	22.9	101	17.0	75	27.1	119	27.8	123		
EAST CENTRAL	14.8	11.7	79	14.5	98	15.1	102	13.6	92	14.7	99		
WEST CENTRAL	17.1	22.5	132	18.8	111	17.7	104	15.9	93	13.6	80		
SOUTH	29.2	38.5	132	30.9	106	33.3	114	27.9	95	22.0	75		
PACIFIC	16.2	13.1	81	12.8	79	16.9	104	15.6	96	21.9	135		
COUNTY SIZE A	41.1	30.8	75	36.1	88	41.8	102	42.4	103	47.2	115		
COUNTY SIZE B	30.0	32.2	107	34.8	116	32.3	108	31.0	103	29.7	99		
COUNTY SIZE C	16.0	19.8	124	15.7	98	14.5	91	16.0	100	13.9	87		
COUNTY SIZE D	12.9	17.2	134	13.5	105	11.4	89	10.5	82	9.2	71		
METRO CENTRAL CITY	29.3	28.6	98	28.0	96	33.2	114	29.7	102	31.8	109		
METRO SUBURBAN	46.6	41.5	89	48.0	103	42.4	91	47.1	101	49.6	107		
NON METRO	24.2	29.9	124	23.9	99	24.4	101	23.2	96	18.6	77		
TOP 5 ADI'S	23.6	15.8	67	18.9	80	22.7	96	25.3	107	30.7	130		
TOP 10 ADI'S	33.0	26.6	81	29.5	89	31.6	96	35.2	107	40.3	122		
TOP 20 ADI'S	46.2	36.8	80	43.6	94	44.2	96	47.6	103	52.7	114		
HSGLD INC. \$50,000 OR MORE	11.8	13.3	113	11.5	98	13.0	111	15.0	127	16.1	137		
\$40,000 OR MORE	22.7	22.6	100	23.8	105	22.4	99	27.9	123	27.5	121		
\$30,000 OR MORE	39.6	41.1	104	40.8	103	37.5	95	48.5	123	47.4	120		
\$25,000 OR MORE	50.3	54.6	109	51.7	103	47.7	95	60.4	120	60.2	120		
\$20,000 - \$24,999	10.9	13.2	121	12.5	114	14.4	131	9.8	89	10.6	97		
\$15,000 - \$19,999	10.0	11.4	114	11.6	116	11.4	113	9.4	93	8.9	88		
\$10,000 - \$14,999	14.0	9.9	71	13.4	96	10.4	75	10.6	76	11.0	79		
UNDER \$10,000	14.7	10.8	73	10.8	73	16.2	110	9.9	67	9.4	63		
HOUSEHOLD OF 1 PERSON	9.4	9.0	96	8.8	94	11.6	123	9.7	103	8.9	95		
2 PEOPLE	31.2	22.1	71	27.4	88	24.4	78	28.9	93	21.7	70		
3 OR 4 PEOPLE	41.2	44.7	108	40.3	98	40.8	99	43.9	107	45.8	111		
5 OR MORE PEOPLE	18.1	24.2	133	23.4	129	23.3	128	17.5	96	23.6	130		
NO CHILD IN HSGLD	59.0	48.4	82	52.1	88	55.6	94	57.1	97	49.5	84		
CHILD(REN) UNDER 2 YRS	6.1	*6.4	105	7.8	128	*6.4	106	6.1	101	7.3	121		
2 - 5 YEARS	14.0	17.1	122	16.0	114	13.4	96	13.2	94	15.0	107		
6 - 11 YEARS	17.9	18.9	106	19.1	107	21.7	121	18.9	106	22.5	125		
12 - 17 YEARS	22.0	30.9	141	25.2	115	26.6	121	22.8	104	27.8	127		
RESIDENCE OWNED	71.2	72.2	101	69.0	97	62.6	88	69.8	98	64.9	91		
VALUE: \$50,000 OR MORE	43.9	41.1	94	40.8	93	41.5	94	46.9	107	42.8	97		
VALUE: UNDER \$50,000	27.2	31.1	114	28.2	104	21.2	78	22.9	84	22.1	81		

RELATIVE VOLUME OF CONSUMPTION
MEN'S APPAREL (P-13)
(MALES)

	TOTAL U.S. % DOWN	SLACKS BUS./DRESS LEISURE/CASUAL		SPORT COAT OR BLAZER (SUIT TYPE)		TOTAL WINTER/ ALL YEAR SUITS		WINTER/ALL YR. SUITS(ON ONE HANGER)		TOTAL LIGHT- WEIGHT SUMMER SUITS		LIGHTWEIGHT SUMMER SUITS (ON 1 HANGER)	
		B	D	B	D	B	D	B	D	B	D	B	D
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL MALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
HOUSEHOLD HEADS	83.8	84.6	101	88.0	105	84.9	101	84.7	101	83.5	100	84.7	101
18 - 24	17.6	18.1	103	15.0	85	16.4	93	15.7	89	18.0	102	14.0	80
25 - 34	24.4	24.2	99	22.3	91	25.8	106	26.1	107	22.6	92	19.7	81
35 - 44	17.9	21.0	118	21.0	117	18.9	105	17.7	99	19.4	109	19.8	111
45 - 54	13.7	14.5	105	18.9	137	18.6	135	20.0	146	20.2	147	24.3	177
55 - 64	13.1	13.1	100	14.3	110	12.1	92	12.1	92	10.4	79	12.1	93
65 OR OLDER	13.3	9.1	68	8.5	64	8.2	62	8.4	63	9.4	71	10.0	75
18 - 34	42.0	42.3	101	37.3	89	42.2	101	41.8	100	40.5	97	33.7	80
18 - 49	66.7	70.5	106	68.1	102	70.0	105	69.1	103	71.7	107	68.7	103
25 - 54	56.0	59.7	107	62.1	111	63.3	113	63.8	114	62.2	111	63.9	114
35 - 49	24.8	28.2	114	30.8	124	27.8	112	27.2	110	31.1	126	35.0	141
50 OR OLDER	33.3	29.5	89	31.9	96	30.0	90	30.9	93	28.3	85	31.3	94
GRADUATED COLLEGE	20.2	32.0	159	39.7	197	33.5	166	38.5	191	33.4	165	36.7	182
ATTENDED COLLEGE	17.2	21.0	122	18.9	110	21.7	126	21.3	124	23.2	135	21.9	128
GRADUATED HIGH SCHOOL	36.1	30.6	85	28.3	79	30.8	85	29.3	81	27.9	77	28.2	78
DID NOT GRADUATE HIGH SCHOOL	26.6	16.4	62	13.1	49	14.0	53	11.0	41	15.6	59	13.2	49
EMPLOYED FULL-TIME	66.0	75.0	114	79.5	120	75.7	115	76.8	116	72.5	110	77.3	117
EMPLOYED PART-TIME	5.2	5.4	105	5.7	110	5.6	108	5.2	100	3.3	64	3.9	74
NOT EMPLOYED	28.8	19.5	68	14.8	51	18.8	65	18.0	63	24.1	84	18.9	66
PROFESSIONAL/MANAGER	19.0	32.2	170	40.3	213	32.6	172	37.2	196	30.3	160	37.2	196
TECH/CLERICAL/SALES	14.2	19.6	138	17.7	125	22.1	156	22.5	158	21.7	153	21.5	152
PRECISION/CRAFT	14.6	12.1	83	11.5	78	10.9	74	8.6	58	8.8	60	8.7	60
OTHER EMPLOYED	23.4	16.5	71	15.7	67	15.6	67	13.7	59	15.1	65	13.6	58
SINGLE	24.7	24.9	101	23.0	93	25.0	101	24.2	98	28.9	117	23.3	94
MARRIED	65.5	65.9	101	68.9	105	66.6	102	67.5	103	64.2	98	69.9	107
DIVORCED/SEPARATED/WIDOWED	9.8	9.2	93	8.2	83	8.3	85	8.3	84	6.9	70	6.8	69
PARENTS	32.0	30.7	96	29.6	92	32.8	102	32.9	103	31.2	98	33.0	103
WHITE	87.9	91.1	104	89.3	102	90.1	102	90.7	103	82.5	94	83.4	95
BLACK	10.0	6.8	68	7.1	71	7.5	75	6.6	66	10.3	103	7.7	78
OTHER	2.1	2.1	97	3.5	164	2.5	115	2.7	125	7.2	336	8.8	412
NORTHEAST-CENSUS	21.7	24.9	115	29.3	135	28.4	131	28.5	132	27.5	127	29.3	135
NORTH CENTRAL	25.8	22.4	87	21.7	84	19.9	77	20.3	79	17.5	68	17.6	68
SOUTH	33.7	32.6	97	28.4	84	33.0	98	32.0	95	37.4	111	36.4	108
WEST	18.8	20.0	107	20.6	109	18.8	100	19.2	102	17.7	94	16.7	89
NORTHEAST-MKTG.	22.7	26.2	116	30.5	134	30.3	134	28.8	127	32.3	143	33.0	145
EAST CENTRAL	14.8	11.9	80	11.4	77	12.5	84	12.8	87	9.3	63	10.3	70
WEST CENTRAL	17.1	15.9	93	15.2	89	14.8	87	15.2	89	12.6	74	11.9	70
SOUTH	29.2	28.6	98	24.9	85	26.6	91	27.7	95	29.9	102	30.3	104
PACIFIC	16.2	17.4	107	18.1	111	15.9	98	15.6	96	15.8	97	14.6	90
COUNTY SIZE A	41.1	44.1	107	47.4	115	50.3	122	50.8	123	53.3	130	52.3	127
COUNTY SIZE B	30.0	32.9	109	31.7	105	31.4	105	32.8	109	27.7	92	29.0	96
COUNTY SIZE C	16.0	14.7	92	12.5	78	11.3	71	10.6	67	8.7	54	10.0	62
COUNTY SIZE D	12.9	8.3	64	8.4	65	6.9	54	5.8	45	10.3	80	8.7	68
METRO CENTRAL CITY	29.3	31.7	108	30.8	105	35.3	121	34.9	119	38.8	133	39.8	136
METRO SUBURBAN	46.6	49.1	105	52.1	112	48.6	104	52.1	112	41.5	89	42.8	92
NON METRO	24.2	19.2	79	17.1	71	16.1	67	13.0	54	19.7	81	17.3	72
TOP 5 ADI'S	23.6	25.1	107	29.4	124	29.1	123	29.0	123	35.1	149	32.8	139
TOP 10 ADI'S	33.0	35.5	107	40.0	121	41.4	125	41.5	126	48.4	147	47.2	143
TOP 20 ADI'S	46.2	48.5	105	53.5	116	54.5	118	55.1	119	59.3	128	58.8	127
HSHLD INC. \$50,000 OR MORE	11.8	18.9	161	23.8	203	21.4	182	25.0	213	17.4	148	21.2	180
\$40,000 OR MORE	22.7	32.0	141	40.1	176	35.2	155	40.3	178	30.7	135	34.2	151
\$30,000 OR MORE	39.6	52.6	133	60.0	152	54.8	138	60.4	153	51.2	129	55.4	140
\$25,000 OR MORE	50.3	63.6	126	72.2	143	65.7	131	71.2	142	60.9	121	65.1	130
\$20,000 - \$24,999	10.9	9.7	89	8.3	76	9.1	83	7.4	67	11.1	102	13.2	121
\$15,000 - \$19,999	10.0	9.6	96	6.0	60	7.9	78	6.6	66	4.8	48	4.0	39
\$10,000 - \$14,999	14.0	9.3	67	8.0	57	9.9	71	8.2	59	12.7	91	9.1	65
UNDER \$10,000	14.7	7.7	53	5.6	38	7.4	50	6.6	45	10.5	71	8.5	58
HOUSEHOLD OF 1 PERSON	9.4	10.1	107	9.9	105	11.2	119	10.3	109	11.1	118	7.2	77
2 PEOPLE	31.2	34.9	112	36.1	115	30.0	96	29.6	95	31.3	100	32.2	103
3 OR 4 PEOPLE	41.2	39.4	96	42.2	102	42.8	104	45.6	110	40.4	98	44.2	107
5 OR MORE PEOPLE	18.1	15.6	86	11.9	65	15.9	88	14.6	80	17.3	95	16.4	90
NO CHILD IN HSHLD	59.0	62.4	106	64.2	109	61.3	104	61.3	104	64.0	108	61.8	105
CHILD(REN) UNDER 2 YRS	6.1	6.0	100	4.5	74	5.4	89	5.9	98	4.2	69	3.6	60
2 - 5 YEARS	14.0	10.7	76	8.4	60	13.7	98	13.8	98	7.8	56	5.8	41
6 - 11 YEARS	17.9	15.9	89	16.7	93	17.3	97	16.8	94	16.3	91	15.8	89
12 - 17 YEARS	22.0	20.4	93	20.6	94	18.9	86	18.6	85	22.8	104	25.3	115
RESIDENCE OWNED	71.2	72.8	102	73.9	104	72.6	102	75.6	106	64.3	90	67.0	94
VALUE: \$50,000 OR MORE	43.9	51.1	116	55.8	127	53.5	122	57.9	132	44.2	101	46.5	106
VALUE: UNDER \$50,000	27.2	21.6	79	18.0	66	19.1	70	17.8	65	20.1	74	20.5	75

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
MEN'S APPAREL (P-13)
(MALES)

	TOTAL U.S. % DOWN	SUNGLASSES (NON-PRES.)		SWEATER		SHIM SUIT		WARM-UP SUIT					
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL MALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100				
HOUSEHOLD HEADS	83.8	77.8	93	78.4	94	77.5	93	80.5	96				
18 - 24	17.6	26.0	148	23.1	131	24.4	139	29.8	170				
25 - 34	24.4	33.9	139	26.6	109	26.9	110	29.4	121				
35 - 44	17.9	21.1	118	22.5	126	23.8	133	19.6	110				
45 - 54	13.7	8.8	64	12.9	94	13.8	101	10.2	74				
55 - 64	13.1	6.3	48	8.6	66	8.2	63	7.0	54				
65 OR OLDER	13.3	3.9	29	6.3	47	*2.9	22	3.9	29				
18 - 34	42.0	59.9	143	49.7	118	51.2	122	59.3	141				
18 - 49	66.7	85.9	129	79.7	119	83.1	124	84.2	126				
25 - 54	56.0	63.8	114	62.0	111	64.5	115	59.3	106				
35 - 49	24.8	26.0	105	30.0	121	31.9	129	24.9	101				
50 OR OLDER	33.3	14.1	42	20.3	61	16.9	51	15.8	48				
GRADUATED COLLEGE	20.2	22.2	110	31.9	158	27.6	137	24.5	122				
ATTENDED COLLEGE	17.2	22.9	133	18.7	108	24.2	141	19.6	114				
GRADUATED HIGH SCHOOL	36.1	39.0	108	33.3	92	35.2	97	36.4	101				
DID NOT GRADUATE HIGH SCHOOL	26.6	15.9	60	16.2	61	13.1	49	19.4	73				
EMPLOYED FULL-TIME	66.0	74.2	112	70.9	107	74.0	112	72.6	110				
EMPLOYED PART-TIME	5.2	7.2	140	6.1	118	*6.0	116	*8.2	158				
NOT EMPLOYED	28.8	18.5	64	22.9	80	20.0	70	19.2	67				
PROFESSIONAL/MANAGER	19.0	20.6	109	28.0	147	25.0	132	20.8	110				
TECH/CLERICAL/SALES	14.2	20.4	144	17.0	120	21.2	149	20.0	141				
PRECISION/CRAFT	14.6	17.0	116	10.5	72	12.6	86	12.8	87				
OTHER EMPLOYED	23.4	23.5	100	21.5	92	21.2	91	27.2	117				
SINGLE	24.7	35.2	142	35.4	143	35.9	146	39.0	158				
MARRIED	65.5	58.2	89	54.2	83	57.8	88	56.0	86				
DIVORCED/SEPARATED/WIDOWED	9.8	6.7	68	10.4	106	6.3	64	*4.9	50				
PARENTS	32.0	39.6	124	29.5	92	38.3	120	35.1	110				
WHITE	87.9	90.6	103	86.7	99	91.2	104	85.5	97				
BLACK	10.0	7.1	72	9.6	97	7.2	72	12.0	120				
OTHER	2.1	*2.3	108	3.7	173	**1.6	77	**2.5	117				
NORTHEAST-CENSUS	21.7	20.0	92	27.1	125	25.5	117	24.8	114				
NORTH CENTRAL	25.8	25.6	99	28.2	109	20.3	79	25.9	101				
SOUTH	33.7	26.2	78	25.4	75	32.0	95	29.0	86				
WEST	18.8	28.2	150	19.3	103	22.3	119	20.3	108				
NORTHEAST-MKTG.	22.7	20.4	90	27.9	123	27.4	121	26.1	115				
EAST CENTRAL	14.8	13.5	91	15.5	105	11.4	77	14.6	98				
WEST CENTRAL	17.1	17.2	101	18.4	108	13.0	76	14.6	86				
SOUTH	29.2	23.9	82	20.9	71	28.2	96	26.8	92				
PACIFIC	16.2	25.0	154	17.3	107	20.0	123	17.9	110				
COUNTY SIZE A	41.1	46.1	112	48.6	118	46.5	113	42.6	104				
COUNTY SIZE B	30.0	31.9	106	27.3	91	33.7	112	36.2	121				
COUNTY SIZE C	16.0	15.2	95	16.5	103	12.2	77	12.2	76				
COUNTY SIZE D	12.9	6.8	53	7.6	59	7.5	59	8.9	70				
METRO CENTRAL CITY	29.3	32.9	112	34.1	117	36.0	123	30.8	105				
METRO SUBURBAN	46.6	50.0	107	45.9	98	44.5	95	53.8	116				
NON METRO	24.2	17.2	71	20.0	83	19.5	81	15.4	64				
TOP 5 ADI'S	23.6	29.9	127	30.7	130	27.8	118	26.7	113				
TOP 10 ADI'S	33.0	37.7	114	40.2	122	41.8	127	38.8	117				
TOP 20 ADI'S	46.2	51.5	111	52.8	114	53.1	115	50.3	109				
HSHLD INC. \$50,000 OR MORE	11.8	16.0	136	17.9	152	20.5	174	11.7	100				
\$40,000 OR MORE	22.7	25.8	114	31.8	140	33.9	149	21.3	94				
\$30,000 OR MORE	39.6	45.0	114	52.7	133	53.3	135	43.2	109				
\$25,000 OR MORE	50.3	58.3	116	61.3	122	65.4	130	53.0	105				
\$20,000 - \$24,999	10.9	12.3	112	11.1	102	12.8	117	12.7	116				
\$15,000 - \$19,999	10.0	9.1	90	9.3	92	7.4	74	8.6	86				
\$10,000 - \$14,999	14.0	12.0	86	8.5	61	8.3	59	13.3	95				
UNDER \$10,000	14.7	8.4	57	9.7	66	6.1	41	12.5	85				
HOUSEHOLD OF 1 PERSON	9.4	10.0	106	12.6	134	10.0	107	9.5	101				
2 PEOPLE	31.2	24.0	77	24.1	77	22.7	73	28.7	92				
3 OR 4 PEOPLE	41.2	43.9	106	45.3	110	45.1	109	45.7	111				
5 OR MORE PEOPLE	18.1	22.1	122	17.9	99	22.2	122	16.1	89				
NO CHILD IN HSHLD	59.0	49.8	84	60.9	103	53.2	90	57.4	97				
CHILD(REN) UNDER 2 YRS	6.1	5.5	91	4.9	80	*4.7	78	*5.8	95				
2 - 5 YEARS	14.0	15.4	110	9.1	65	9.9	70	14.2	101				
6 - 11 YEARS	17.9	23.8	133	15.5	86	21.1	118	20.1	112				
12 - 17 YEARS	22.0	27.2	124	23.6	108	28.4	129	21.0	96				
RESIDENCE OWNED	71.2	63.5	89	63.2	89	72.4	102	59.5	84				
VALUE: \$50,000 OR MORE	43.9	43.7	99	42.3	96	54.6	124	41.6	95				
VALUE: UNDER \$50,000	27.2	19.8	73	20.9	77	17.7	65	17.9	66				

RELATIVE VOLUME OF CONSUMPTION
CLOTHING BOUGHT FOR A WOMAN (P-13)
(MALES)

	TOTAL U.S. % DOWN	BLOUSE/SHIRT		DRESS		LINGERIE		SWEATER					
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL MALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100				
HOUSEHOLD HEADS	83.8	88.9	106	93.8	112	94.5	113	88.3	105				
18 - 24	17.6	15.9	90	8.6	49	8.6	49	17.4	99				
25 - 34	24.4	27.7	113	33.3	136	32.6	134	27.4	112				
35 - 44	17.9	22.5	126	21.8	121	24.5	137	26.6	149				
45 - 54	13.7	16.9	123	11.9	86	14.1	102	13.2	96				
55 - 64	13.1	9.5	72	13.9	106	12.7	97	8.8	67				
65 OR OLDER	13.3	7.5	56	10.6	80	7.4	56	6.6	50				
18 - 34	42.0	43.6	104	41.8	100	41.3	98	44.8	107				
18 - 49	66.7	75.6	113	71.0	106	73.6	110	78.9	118				
25 - 54	56.0	67.1	120	66.9	119	71.2	127	67.2	120				
35 - 49	24.8	32.1	130	29.1	118	32.4	131	34.1	138				
50 OR OLDER	33.3	24.4	73	29.0	87	26.4	79	21.1	64				
GRADUATED COLLEGE	20.2	22.3	111	25.1	125	22.9	113	30.0	149				
ATTENDED COLLEGE	17.2	21.3	124	16.9	98	20.8	121	19.2	112				
GRADUATED HIGH SCHOOL	36.1	38.1	106	35.5	98	35.8	99	35.2	98				
DID NOT GRADUATE HIGH SCHOOL	26.6	18.4	69	22.6	85	20.5	77	15.6	59				
EMPLOYED FULL-TIME	66.0	73.0	111	71.3	108	78.0	118	77.3	117				
EMPLOYED PART-TIME	5.2	5.3	101	**2.3	45	3.4	66	*4.6	88				
NOT EMPLOYED	28.8	21.8	76	26.3	91	18.6	64	18.2	63				
PROFESSIONAL/MANAGER	19.0	20.6	109	19.8	104	25.0	132	27.0	142				
TECH/CLERICAL/SALES	14.2	19.7	138	15.8	111	17.8	125	17.2	121				
PRECISION/CRAFT	14.6	17.4	119	12.3	84	16.0	109	16.2	111				
OTHER EMPLOYED	23.4	20.6	88	25.8	110	22.6	97	21.4	91				
SINGLE	24.7	17.9	73	10.9	44	10.9	44	20.1	81				
MARRIED	65.5	76.1	116	84.0	128	83.9	128	74.8	114				
DIVORCED/SEPARATED/WIDOWED	9.8	6.0	61	5.2	52	5.2	53	5.1	52				
PARENTS	32.0	42.4	132	47.4	148	49.1	154	43.2	135				
WHITE	87.9	90.4	103	82.7	94	91.6	104	90.0	102				
BLACK	10.0	7.4	74	13.0	130	7.0	71	7.5	75				
OTHER	2.1	*2.2	104	*4.3	200	*1.4	66	*2.5	116				
NORTHEAST-CENSUS	21.7	21.5	99	16.5	76	18.5	85	27.5	127				
NORTH CENTRAL	25.8	29.0	112	25.1	97	26.5	103	31.4	122				
SOUTH	33.7	26.7	79	34.2	101	28.1	83	22.4	67				
WEST	18.8	22.7	121	24.2	129	26.9	143	18.7	99				
NORTHEAST-MKTG.	22.7	20.6	91	13.6	60	17.4	77	25.8	114				
EAST CENTRAL	14.8	17.6	119	16.3	110	16.2	109	18.4	124				
WEST CENTRAL	17.1	17.7	104	15.7	92	17.8	104	19.8	116				
SOUTH	29.2	23.9	82	31.9	109	25.9	89	20.1	69				
PACIFIC	16.2	20.1	124	22.5	138	22.7	140	16.0	98				
COUNTY SIZE A	41.1	37.2	90	41.4	101	37.6	91	45.9	112				
COUNTY SIZE B	30.0	32.8	109	30.9	103	34.9	116	33.7	112				
COUNTY SIZE C	16.0	17.5	110	15.4	97	17.4	109	11.7	73				
COUNTY SIZE D	12.9	12.5	97	12.3	95	10.1	78	8.8	69				
METRO CENTRAL CITY	29.3	29.4	100	31.7	108	29.4	100	25.7	88				
METRO SUBURBAN	46.6	43.2	93	45.2	97	46.0	99	55.8	120				
NON METRO	24.2	27.4	114	23.1	96	24.7	102	18.5	76				
TOP 5 ADI'S	23.6	22.7	96	22.4	95	20.6	87	30.6	130				
TOP 10 ADI'S	33.0	30.3	92	30.9	94	27.6	84	37.7	114				
TOP 20 ADI'S	46.2	42.3	91	46.5	101	40.1	87	53.0	115				
HSGLD INC. \$50,000 OR MORE	11.8	11.8	100	13.2	112	11.8	100	16.5	141				
\$40,000 OR MORE	22.7	25.6	113	20.6	91	21.0	93	30.1	133				
\$30,000 OR MORE	39.6	45.1	114	39.1	99	44.0	111	52.4	132				
\$25,000 OR MORE	50.3	57.5	114	49.1	98	56.3	112	63.2	126				
\$20,000 - \$24,999	10.9	10.5	96	8.3	76	12.1	110	8.2	75				
\$15,000 - \$19,999	10.0	9.8	97	13.8	137	10.3	102	11.1	111				
\$10,000 - \$14,999	14.0	9.6	69	13.9	99	10.9	78	8.7	62				
UNDER \$10,000	14.7	12.6	85	14.9	101	10.5	71	8.9	60				
HOUSEHOLD OF 1 PERSON	9.4	5.5	58	3.9	41	3.9	42	5.3	56				
2 PEOPLE	31.2	28.5	91	28.0	90	28.7	92	28.4	91				
3 OR 4 PEOPLE	41.2	42.8	104	41.6	101	46.4	113	46.7	113				
5 OR MORE PEOPLE	18.1	23.2	128	26.5	146	20.9	115	19.6	108				
NO CHILD IN HSGLD	59.0	47.3	80	43.5	74	43.5	74	49.6	84				
CHILD(REN) UNDER 2 YRS	6.1	8.7	144	11.7	193	9.6	158	7.5	123				
2 - 5 YEARS	14.0	19.6	139	19.5	139	22.4	160	15.6	111				
6 - 11 YEARS	17.9	25.4	142	29.8	166	28.0	156	23.5	131				
12 - 17 YEARS	22.0	27.5	125	23.3	106	26.3	120	25.8	118				
RESIDENCE OWNED	71.2	70.3	99	68.8	97	69.8	98	67.8	95				
VALUE: \$50,000 OR MORE	43.9	46.3	105	41.1	94	46.6	106	42.1	96				
VALUE: UNDER \$50,000	27.2	24.0	88	27.6	101	23.2	85	25.7	94				

RELATIVE VOLUME OF CONSUMPTION
WOMEN'S APPAREL (P-14)
(FEMALES)

	TOTAL U.S. % DOWN	BLAZER OR JACKET		BLOUSE/SHIRT		CLOTH COAT		DRESS		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX						
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100						
FEMALE HOMEMAKERS	91.5	89.9	98	90.2	99	90.5	99	89.8	98						
EMPLOYED MOTHERS	21.1	26.0	123	26.2	124	26.7	126	25.3	120						
18 - 24	16.6	14.8	89	17.9	108	17.8	107	15.7	94						
25 - 34	22.8	24.2	106	25.2	110	26.6	117	26.4	116						
35 - 44	16.7	23.2	139	20.7	124	23.0	138	21.1	126						
45 - 54	12.9	15.6	121	14.0	109	13.1	101	13.3	102						
55 - 64	13.4	11.1	83	12.1	90	10.2	76	12.2	91						
65 OR OLDER	17.5	11.1	63	10.1	58	9.2	53	11.3	65						
18 - 34	39.5	39.0	99	43.1	109	44.4	112	42.1	107						
18 - 49	62.3	71.1	114	71.3	114	74.7	120	69.7	112						
25 - 54	52.5	63.1	120	59.9	114	62.8	120	60.8	116						
35 - 49	22.9	32.1	140	28.2	123	30.3	133	27.6	121						
50 OR OLDER	37.7	28.9	77	28.7	76	25.3	67	30.3	81						
GRADUATED COLLEGE	13.7	21.3	156	18.4	135	15.8	116	19.7	144						
ATTENDED COLLEGE	17.3	22.6	130	22.5	130	21.5	124	22.4	129						
GRADUATED HIGH SCHOOL	41.7	40.5	97	42.3	101	41.7	100	40.6	97						
DID NOT GRADUATE HIGH SCHOOL	27.3	15.6	57	16.7	61	21.0	77	17.4	64						
EMPLOYED FULL-TIME	40.1	51.7	129	50.2	125	44.1	110	49.8	124						
EMPLOYED PART-TIME	9.6	11.4	119	11.7	121	9.9	103	9.3	97						
NOT EMPLOYED	50.3	36.9	73	38.1	76	46.0	91	40.9	81						
PROFESSIONAL/MANAGER	12.2	20.6	169	17.7	145	14.3	117	18.8	154						
TECH/CLERICAL/SALES	22.2	27.2	123	29.3	132	23.9	108	28.6	129						
PRECISION/CRAFT	1.2	*1.2	107	1.4	120	**1.5	126	1.0	85						
OTHER EMPLOYED	14.1	14.0	99	13.5	96	14.3	101	10.8	76						
SINGLE	18.1	19.7	109	19.9	110	19.6	108	19.6	108						
MARRIED	58.4	59.8	102	61.7	106	61.6	105	60.2	103						
DIVORCED/SEPARATED/WIDOWED	23.5	20.4	87	18.5	79	18.8	80	20.2	86						
PARENTS	38.3	40.4	105	41.5	108	48.8	127	41.2	107						
WHITE	86.4	88.2	102	90.6	105	82.7	96	87.4	101						
BLACK	11.4	9.4	82	7.5	65	14.9	131	9.7	85						
OTHER	2.2	*2.4	107	2.0	88	**2.4	108	2.9	131						
NORTHEAST-CENSUS	22.4	25.3	113	25.0	112	30.8	137	24.3	109						
NORTH CENTRAL	25.1	23.4	93	25.8	103	33.2	132	22.2	89						
SOUTH	34.0	31.4	92	29.9	88	22.5	66	33.9	100						
WEST	18.5	19.9	107	19.2	104	13.5	73	19.6	106						
NORTHEAST-MKTG.	22.8	27.0	119	24.8	109	30.9	135	24.2	106						
EAST CENTRAL	14.8	13.4	91	14.5	99	16.7	113	13.3	90						
WEST CENTRAL	16.9	16.0	95	17.4	103	23.4	138	15.2	89						
SOUTH	29.1	25.7	88	26.3	90	19.1	66	29.8	102						
PACIFIC	16.4	17.8	109	17.0	104	10.0	61	17.5	107						
COUNTY SIZE A	41.5	44.3	107	42.2	102	43.4	105	46.8	113						
COUNTY SIZE B	30.3	30.5	101	31.5	104	29.9	98	28.6	94						
COUNTY SIZE C	15.4	14.0	91	15.2	99	15.0	98	14.0	91						
COUNTY SIZE D	12.8	11.2	87	11.1	86	11.7	91	10.6	83						
METRO CENTRAL CITY	30.3	28.4	94	28.3	93	32.5	107	31.3	103						
METRO SUBURBAN	45.1	51.6	114	49.9	111	46.2	102	49.2	109						
NON METRO	24.6	20.0	81	21.9	89	21.3	87	19.5	79						
TOP 5 ADI'S	23.6	25.4	108	26.0	110	28.7	122	26.3	112						
TOP 10 ADI'S	32.5	34.4	106	34.0	105	36.5	112	36.2	112						
TOP 20 ADI'S	46.2	46.7	101	47.0	102	46.5	100	49.8	108						
HSHLD INC. \$50,000 OR MORE	9.0	15.3	170	14.2	159	12.3	138	14.3	160						
\$40,000 OR MORE	17.2	26.3	153	25.3	147	23.1	134	26.0	151						
\$30,000 OR MORE	32.0	45.1	141	42.6	133	40.6	127	44.6	139						
\$25,000 OR MORE	41.2	57.1	139	55.1	134	52.5	127	55.6	135						
\$20,000 - \$24,999	11.2	11.5	102	12.1	108	10.5	93	10.6	95						
\$15,000 - \$19,999	10.4	8.3	80	9.0	86	8.1	78	9.1	88						
\$10,000 - \$14,999	15.2	13.5	89	12.2	80	11.2	74	12.3	80						
UNDER \$10,000	22.0	9.6	44	11.6	53	17.7	80	12.4	56						
HOUSEHOLD OF 1 PERSON	13.6	12.1	89	10.4	77	9.1	67	11.5	85						
2 PEOPLE	30.6	30.1	98	28.4	93	23.5	77	29.6	97						
3 OR 4 PEOPLE	38.7	39.0	101	43.8	113	46.9	121	40.8	105						
5 OR MORE PEOPLE	17.2	18.9	110	17.3	101	20.4	119	18.1	106						
NO CHILD IN HSHLD	56.3	53.7	95	52.8	94	44.7	79	52.6	93						
CHILD(REN) UNDER 2 YRS	6.8	3.5	51	5.9	87	6.8	100	5.8	85						
2 - 5 YEARS	17.2	13.5	78	15.5	90	20.7	120	16.0	93						
6 - 11 YEARS	18.4	19.1	104	19.6	106	24.7	135	20.3	110						
12 - 17 YEARS	21.7	29.3	135	26.2	121	28.7	132	25.0	115						
RESIDENCE OWNED	69.4	73.8	106	72.1	104	68.0	98	71.9	104						
VALUE: \$50,000 OR MORE	40.0	49.8	125	47.6	119	42.1	105	46.9	117						
VALUE: UNDER \$50,000	29.4	24.0	82	24.5	83	25.8	88	25.0	85						

RELATIVE VOLUME OF CONSUMPTION
WOMEN'S APPAREL (P-14)
(FEMALES)

	TOTAL U.S. % DOWN	KNEE HIGH HOSE (NOT SOCKS)		CONTROL TOP PANTY HOSE		PANTY TOP PANTY HOSE		REGULAR PANTY HOSE		SUPPORT PANTY HOSE		REG. STOCKING OR HOSE (NOT SOCKS)	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
FEMALE HOMEOWNERS	91.5	90.0	98	92.3	101	89.4	98	90.7	99	96.3	105	90.1	98
EMPLOYED MOTHERS	21.1	26.1	123	30.9	146	26.6	126	28.6	135	34.6	164	9.4	44
18 - 24	16.6	16.4	99	14.4	86	20.6	124	17.0	102	12.3	74	17.5	105
25 - 34	22.8	21.0	92	25.1	110	26.5	116	27.7	121	32.6	143	11.1	48
35 - 44	16.7	22.3	134	22.1	132	20.3	121	21.2	127	22.9	137	10.5	63
45 - 54	12.9	13.8	107	17.1	132	12.6	97	13.8	107	12.2	94	8.1	62
55 - 64	13.4	14.7	110	14.6	109	9.9	74	11.0	82	11.7	87	20.8	155
65 OR OLDER	17.5	11.6	67	6.8	39	10.1	58	9.3	53	8.4	48	32.1	183
18 - 34	39.5	37.5	95	39.5	100	47.1	119	44.7	113	44.9	114	28.6	72
18 - 49	62.3	66.9	107	70.4	113	74.1	119	72.6	116	73.7	118	42.3	68
25 - 54	52.5	57.2	109	64.3	122	59.4	113	62.8	120	67.7	129	29.6	56
35 - 49	22.9	29.4	128	31.0	135	27.0	118	27.9	122	28.8	126	13.7	60
50 OR OLDER	37.7	33.1	88	29.6	79	25.9	69	27.4	73	26.3	70	57.7	153
GRADUATED COLLEGE	13.7	14.8	108	18.1	132	22.4	164	20.5	150	20.3	148	14.9	109
ATTENDED COLLEGE	17.3	20.9	121	24.9	144	18.6	108	23.3	135	24.6	142	15.5	89
GRADUATED HIGH SCHOOL	41.7	45.9	110	43.5	104	39.6	95	40.6	97	42.8	103	35.3	85
DID NOT GRADUATE HIGH SCHOOL	27.3	18.3	67	13.5	49	19.4	71	15.5	57	12.4	45	34.3	126
EMPLOYED FULL-TIME	40.1	47.3	118	59.2	148	53.3	133	54.0	135	65.0	162	32.2	80
EMPLOYED PART-TIME	9.6	11.5	120	11.5	120	9.8	102	11.2	116	9.6	99	4.5	47
NOT EMPLOYED	50.3	41.2	82	29.2	58	36.9	73	34.8	69	25.4	50	63.4	126
PROFESSIONAL/MANAGER	12.2	15.7	128	20.7	169	22.4	183	19.2	157	21.5	176	8.6	70
TECH/CLERICAL/SALES	22.2	30.2	136	36.8	166	27.5	124	29.6	133	35.1	158	18.1	82
PRECISION/CRAFT	1.2	1.0	88	1.1	98	1.4	122	1.1	98	1.3	116	20.8	67
OTHER EMPLOYED	14.1	11.9	85	12.2	86	11.8	84	15.3	108	16.7	118	9.2	65
SINGLE	18.1	18.7	103	15.4	85	22.2	123	20.3	112	14.6	81	22.5	125
MARRIED	58.4	61.3	105	64.9	111	59.5	102	61.7	106	62.4	107	41.9	72
DIVORCED/SEPARATED/WIDOWED	23.5	20.0	85	19.7	84	18.4	78	18.1	77	22.9	98	35.6	152
PARENTS	38.3	40.6	106	43.9	114	40.1	105	43.4	113	44.5	116	19.4	51
WHITE	86.4	88.9	103	89.7	104	88.3	102	86.6	100	93.1	108	77.2	89
BLACK	11.4	8.1	71	7.1	63	10.1	89	11.7	103	6.2	55	18.3	161
OTHER	2.2	3.0	134	3.1	140	1.5	68	1.7	75	20.7	33	4.6	204
NORTHEAST-CENSUS	22.4	27.4	122	22.5	101	25.2	113	27.1	121	17.5	78	25.2	113
NORTH CENTRAL	25.1	27.1	108	25.5	102	25.2	101	23.2	92	24.3	97	23.6	94
SOUTH	34.0	25.7	75	29.8	88	32.8	96	31.6	93	35.9	106	37.6	111
WEST	18.5	19.9	107	22.2	120	16.8	91	18.2	98	22.3	120	13.6	73
NORTHEAST-MKTG.	22.8	26.9	118	22.4	98	26.0	114	27.0	118	19.0	83	32.9	144
EAST CENTRAL	14.8	15.7	106	12.1	82	15.2	103	14.3	97	14.3	97	11.8	80
WEST CENTRAL	16.9	16.9	100	19.2	113	16.8	99	14.9	88	15.4	91	16.8	99
SOUTH	29.1	22.2	76	26.6	91	27.2	93	28.1	96	31.2	107	26.0	89
PACIFIC	16.4	18.3	112	19.6	120	14.8	91	15.7	96	20.1	123	12.5	76
COUNTY SIZE A	41.5	45.1	109	41.2	99	47.3	114	44.4	107	43.6	105	51.1	123
COUNTY SIZE B	30.3	30.5	101	31.9	105	28.0	93	32.1	106	29.7	98	24.6	81
COUNTY SIZE C	15.4	14.0	91	15.1	98	13.4	87	14.4	94	16.8	109	12.3	80
COUNTY SIZE D	12.8	10.5	82	11.8	92	11.2	88	9.1	71	9.9	77	11.9	93
METRO CENTRAL CITY	30.3	29.4	97	27.4	90	33.0	109	31.4	104	29.7	98	28.1	93
METRO SUBURBAN	45.1	50.4	112	50.6	112	44.9	99	49.8	110	49.5	110	48.9	108
NON METRO	24.6	20.2	82	22.0	89	22.1	90	18.8	77	20.8	85	23.0	94
TOP 5 ADI'S	23.6	30.2	128	26.4	112	25.9	110	26.7	113	20.7	88	27.0	115
TOP 10 ADI'S	32.5	36.7	113	35.8	110	35.1	108	35.6	110	31.4	97	42.1	130
TOP 20 ADI'S	46.2	49.9	108	47.8	103	49.6	107	48.6	105	44.0	95	54.7	118
HSOLD INC. \$50,000 OR MORE	9.0	12.7	142	16.6	186	15.6	174	13.8	154	16.7	186	8.8	98
\$40,000 OR MORE	17.2	25.3	147	27.4	159	28.3	164	25.8	150	27.1	157	14.7	85
\$30,000 OR MORE	32.0	42.0	131	44.7	139	45.7	143	44.1	138	47.3	148	24.1	75
\$25,000 OR MORE	41.2	52.5	128	56.8	138	54.8	133	55.6	135	57.6	140	31.5	77
\$20,000 - \$24,999	11.2	11.2	99	14.1	126	11.3	101	10.7	95	12.0	106	8.5	76
\$15,000 - \$19,999	10.4	9.5	91	9.3	90	7.0	67	8.5	81	8.0	77	9.9	95
\$10,000 - \$14,999	15.2	14.2	93	11.4	75	13.7	90	13.1	86	12.7	83	17.9	118
UNDER \$10,000	22.0	12.5	57	8.4	38	13.2	60	12.2	55	9.7	44	32.1	146
HOUSEHOLD OF 1 PERSON	13.6	9.7	71	10.9	81	10.7	79	10.1	74	12.7	94	26.7	197
2 PEOPLE	30.6	28.7	94	26.2	86	32.7	107	28.9	94	30.1	99	36.4	119
3 OR 4 PEOPLE	38.7	44.5	115	47.6	123	38.1	98	40.7	105	41.1	106	28.3	73
5 OR MORE PEOPLE	17.2	17.2	100	15.2	89	18.5	108	20.3	118	16.0	93	8.6	90
NO CHILD IN HSHLD	56.3	53.2	94	52.6	93	54.7	97	51.7	92	50.5	90	76.5	136
CHILD(REN) UNDER 2 YRS	6.8	5.1	75	5.0	74	5.9	86	6.0	88	8.3	122	2.6	37
2 - 5 YEARS	17.2	13.6	79	16.6	96	16.7	97	16.2	94	14.5	84	5.8	34
6 - 11 YEARS	18.4	20.0	109	20.7	113	19.7	107	19.6	107	22.2	121	7.3	40
12 - 17 YEARS	21.7	26.4	122	25.5	117	21.8	100	26.1	120	27.1	125	15.8	73
RESIDENCE OWNED	69.4	72.9	105	74.7	108	71.1	102	69.6	100	71.5	103	69.7	100
VALUE: \$50,000 OR MORE	40.0	47.1	118	50.0	125	48.5	121	45.3	113	46.0	115	38.1	95
VALUE: UNDER \$50,000	29.4	25.8	88	24.7	84	22.6	77	24.3	83	25.5	87	31.6	108

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

-PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
-NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
WOMEN'S APPAREL (P-14)
(FEMALES)

	TOTAL U.S. % DOWN	SOCKS		JEANS, DRESSY, DESIGNER		OTHER JEANS		BRASSIERE		GIRDLE		SLIP	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
FEMALE HOMEMAkers	91.5	88.7	97	83.8	92	89.0	97	90.8	92	93.5	102	91.2	100
EMPLOYED MOTHERS	21.1	31.8	150	28.3	134	33.9	160	25.7	122	17.2	81	26.2	124
18 - 24	16.6	20.5	123	28.3	170	20.8	125	15.3	92	9.7	58	14.6	88
25 - 34	22.8	32.2	141	29.8	130	31.7	139	24.5	107	10.0	44	23.5	103
35 - 44	16.7	22.7	136	22.8	136	26.8	161	21.7	130	13.3	80	20.2	121
45 - 54	12.9	13.8	107	10.6	82	12.2	94	15.2	118	18.2	141	14.1	109
55 - 64	13.4	6.2	46	5.5	41	6.2	47	12.9	96	22.6	169	15.6	116
65 OR OLDER	17.5	4.5	26	3.0	17	2.2	12	10.3	59	26.1	149	12.1	69
18 - 34	39.5	52.7	134	58.1	147	52.6	133	39.8	101	19.8	50	38.1	96
18 - 49	62.3	83.0	133	87.3	140	86.4	139	69.1	111	39.5	63	65.0	104
25 - 54	52.5	68.7	131	63.1	120	70.8	135	61.4	117	41.5	79	57.7	110
35 - 49	22.9	30.3	132	29.2	128	33.9	148	29.3	128	19.8	87	26.9	118
50 OR OLDER	37.7	17.0	45	12.7	34	13.6	36	30.9	82	60.5	161	35.0	93
GRADUATED COLLEGE	13.7	15.8	116	14.0	102	14.3	104	17.3	126	15.7	115	19.6	143
ATTENDED COLLEGE	17.3	23.2	134	22.6	131	22.5	130	21.4	124	15.0	87	23.7	137
GRADUATED HIGH SCHOOL	41.7	43.4	104	45.0	108	46.4	111	44.0	106	47.0	113	38.2	92
DID NOT GRADUATE HIGH SCHOOL	27.3	17.5	64	18.5	68	16.8	62	17.2	63	22.3	82	18.5	68
EMPLOYED FULL-TIME	40.1	46.9	117	50.5	126	48.9	122	48.0	120	43.1	107	54.5	136
EMPLOYED PART-TIME	9.6	12.2	126	11.8	122	10.8	113	11.0	114	8.5	88	11.0	114
NOT EMPLOYED	50.3	41.0	81	37.7	75	40.3	80	41.1	82	48.5	96	34.6	69
PROFESSIONAL/MANAGER	12.2	15.9	130	12.6	103	14.3	117	16.7	136	13.0	106	18.6	152
TECH/CLERICAL/SALES	22.2	25.2	114	29.3	132	25.0	113	27.9	126	24.3	109	31.9	144
PRECISION/CRAFT	1.2	2.1	182	1.9	167	2.0	172	1.3	110	*1.5	133	*1.4	118
OTHER EMPLOYED	14.1	15.8	112	18.4	131	18.4	131	13.1	93	12.7	90	13.6	96
SINGLE	18.1	23.1	128	28.8	159	21.4	118	17.9	99	14.2	79	19.4	108
MARRIED	58.4	62.6	107	56.1	96	62.9	108	63.8	109	58.6	100	59.7	102
DIVORCED/SEPARATED/WIDOWED	23.5	14.3	61	15.2	65	15.7	67	18.4	78	27.1	116	20.9	89
PARENTS	38.3	55.1	144	50.6	132	59.3	155	42.9	112	22.9	60	37.6	98
WHITE	86.4	88.4	102	86.3	100	90.7	105	90.1	104	84.7	98	83.1	96
BLACK	11.4	9.5	83	12.0	106	7.8	69	7.7	67	13.5	118	13.8	121
OTHER	2.2	2.1	95	*1.7	77	*1.5	67	2.2	100	*1.8	83	*3.1	140
NORTHEAST-CENSUS	22.4	27.4	122	23.6	106	20.5	92	26.2	117	37.1	166	26.9	120
NORTH CENTRAL	25.1	30.2	120	27.0	108	29.7	119	26.6	106	22.7	91	23.0	92
SOUTH	34.0	25.1	74	30.9	91	30.7	90	29.0	85	29.1	86	33.0	97
WEST	18.5	17.3	94	18.4	99	19.0	102	18.1	98	11.0	59	17.1	92
NORTHEAST-MKTG.	22.8	26.9	118	24.2	106	20.5	90	26.4	116	36.8	161	27.9	122
EAST CENTRAL	14.8	16.7	113	16.2	110	16.9	114	14.7	99	15.7	106	13.4	91
WEST CENTRAL	16.9	20.2	119	16.8	99	21.1	124	17.9	106	14.0	82	16.2	96
SOUTH	29.1	21.6	74	26.5	91	25.8	89	25.1	86	24.0	82	27.3	94
PACIFIC	16.4	14.6	89	16.3	100	15.7	96	16.0	98	9.6	58	15.2	93
COUNTY SIZE A	41.5	39.8	96	44.0	106	35.1	85	42.8	103	46.3	111	47.6	115
COUNTY SIZE B	30.3	31.2	103	32.3	107	32.2	106	30.5	101	27.8	92	30.7	101
COUNTY SIZE C	15.4	16.8	109	14.0	91	18.4	120	15.1	98	14.2	92	12.9	84
COUNTY SIZE D	12.8	12.2	95	9.7	76	14.3	111	11.5	90	11.8	92	8.8	69
METRO CENTRAL CITY	30.3	27.1	89	29.8	98	24.7	82	28.2	93	30.1	99	31.3	103
METRO SUBURBAN	45.1	48.0	106	50.9	113	47.0	104	49.6	110	45.2	100	50.7	112
NON METRO	24.6	24.8	101	19.3	79	28.3	115	22.1	90	24.7	101	18.0	73
TOP 5 ADI'S	23.6	25.4	108	26.5	112	20.5	87	26.3	111	30.0	127	27.7	117
TOP 10 ADI'S	32.5	32.0	99	34.8	107	27.3	84	34.8	107	40.2	124	38.6	119
TOP 20 ADI'S	46.2	44.8	97	47.9	104	40.9	88	47.9	104	49.6	107	51.9	112
HSHLD INC. \$50,000 OR MORE	9.0	13.1	146	12.9	143	10.3	115	12.4	138	11.7	131	16.1	179
\$40,000 OR MORE	17.2	22.5	131	23.2	134	20.0	116	23.2	135	21.6	126	29.4	171
\$30,000 OR MORE	32.0	41.1	128	41.6	130	38.0	119	40.7	127	33.8	105	46.9	146
\$25,000 OR MORE	41.2	52.0	126	52.9	129	49.3	120	52.0	126	43.9	107	55.8	136
\$20,000 - \$24,999	11.2	12.5	111	12.3	109	15.0	134	12.4	110	13.8	122	10.2	91
\$15,000 - \$19,999	10.4	9.9	95	8.6	83	10.1	97	10.2	98	7.8	75	9.3	89
\$10,000 - \$14,999	15.2	13.9	91	13.8	91	13.5	89	12.8	84	14.6	96	11.2	74
UNDER \$10,000	22.0	11.6	53	12.4	56	12.0	55	12.5	57	20.0	91	13.5	61
HOUSEHOLD OF 1 PERSON	13.6	5.9	44	5.9	44	5.3	39	10.0	74	16.7	123	11.1	82
2 PEOPLE	30.6	20.2	66	22.8	75	20.5	67	28.9	94	37.7	123	29.4	96
3 OR 4 PEOPLE	38.7	49.5	128	46.4	120	47.6	123	42.8	111	33.4	86	40.5	105
5 OR MORE PEOPLE	17.2	24.4	142	24.9	145	26.5	155	18.3	107	12.2	71	18.9	110
NO CHILD IN HSHLD	56.3	37.8	67	40.3	72	34.4	61	51.7	92	73.9	131	57.4	102
CHILD(REN) UNDER 2 YRS	6.8	7.0	103	9.7	142	8.3	122	6.0	87	*4.3	62	5.7	83
2 - 5 YEARS	17.2	22.2	129	21.9	127	22.9	133	15.6	91	6.2	36	12.0	70
6 - 11 YEARS	18.4	27.3	148	24.5	133	28.4	154	20.3	110	9.2	50	18.7	102
12 - 17 YEARS	21.7	34.2	158	32.9	152	38.1	176	27.4	127	16.6	77	26.1	121
RESIDENCE OWNED	69.4	68.8	99	65.0	94	68.3	98	73.0	105	79.3	114	73.3	106
VALUE: \$50,000 OR MORE	40.0	43.4	109	41.1	103	39.9	100	44.6	112	49.0	123	47.5	119
VALUE: UNDER \$50,000	29.4	25.4	86	23.9	81	28.4	96	28.3	96	30.4	103	25.8	88

RELATIVE VOLUME OF CONSUMPTION
WOMEN'S APPAREL (P-14)
(FEMALES)

	TOTAL U.S. % DOWN	BOOTS (LEATHER/ LEATHER TYPE)		BOOTS, RAIN OR SNOW (RUBBER)		SHOES (CANVAS)		SHOES (LEATHER/ LEATHER TYPE)		SLIPPERS		SNEAKERS	
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL FEMALES	100.0												
FEMALE HOMEOWNERS	91.5												
EMPLOYED MOTHERS	21.1												
18 - 24	16.6	24.3	146	14.1	85	20.0	120	16.7	100	12.5	75	20.0	120
25 - 34	22.8	26.4	116	28.9	127	23.6	103	25.8	113	20.1	88	31.5	138
35 - 44	16.7	22.7	136	28.2	169	19.4	116	20.9	125	20.9	125	26.1	156
45 - 54	12.9	11.5	89	12.5	97	14.3	111	14.0	108	14.0	108	12.4	96
55 - 64	13.4	8.5	63	9.8	73	11.5	86	12.5	94	15.9	119	6.4	47
65 OR OLDER	17.5	6.6	38	6.4	37	11.1	64	10.2	58	16.5	95	3.7	21
18 - 34	39.5	50.7	128	43.0	109	43.6	110	42.5	108	32.6	83	51.5	130
18 - 49	62.3	80.1	128	76.4	123	70.0	112	70.4	113	59.8	96	84.8	136
25 - 54	52.5	60.6	115	69.7	133	57.4	109	60.6	115	55.1	105	70.0	133
35 - 49	22.9	29.4	129	33.4	146	26.4	115	27.9	122	27.2	119	33.3	146
50 OR OLDER	37.7	19.9	53	23.6	63	30.0	80	29.6	79	40.2	107	15.2	40
GRADUATED COLLEGE	13.7	16.4	120	15.6	114	15.8	116	19.7	144	14.5	106	15.6	114
ATTENDED COLLEGE	17.3	23.0	133	24.3	140	21.6	125	23.2	134	18.1	104	22.9	132
GRADUATED HIGH SCHOOL	41.7	44.3	106	44.0	106	41.1	99	42.0	101	42.8	103	45.7	109
DID NOT GRADUATE HIGH SCHOOL	27.3	16.4	60	16.1	59	21.4	79	15.1	55	24.6	90	15.8	58
EMPLOYED FULL-TIME	40.1	51.2	128	45.1	113	44.8	112	51.6	129	37.2	93	47.5	119
EMPLOYED PART-TIME	9.6	11.1	116	14.6	151	11.8	122	11.3	118	9.3	97	11.7	122
NOT EMPLOYED	50.3	37.7	75	40.3	80	43.4	86	37.1	74	53.5	106	40.7	81
PROFESSIONAL/MANAGER	12.2	13.8	113	14.3	117	14.6	119	18.5	152	11.6	95	13.5	111
TECH/CLERICAL/SALES	22.2	30.6	138	30.0	135	26.5	119	30.5	138	24.5	111	27.9	126
PRECISION/CRAFT	1.2	*1.6	142	**2.0	171	*1.8	154	1.3	109	*1.1	94	1.5	129
OTHER EMPLOYED	14.1	16.3	115	13.4	95	13.8	97	12.6	89	9.2	65	16.3	115
SINGLE	18.1	26.0	144	20.9	116	21.8	121	19.4	107	15.7	87	20.9	116
MARRIED	58.4	55.7	95	63.2	108	59.7	102	62.3	107	62.8	108	65.8	113
DIVORCED/SEPARATED/WIDOWED	23.5	18.3	78	15.8	67	18.5	79	18.3	78	21.5	92	13.3	57
PARENTS	38.3	46.5	121	51.7	135	39.4	103	41.4	108	40.7	106	58.7	153
WHITE	86.4	87.8	102	88.1	102	88.1	102	88.9	103	87.8	102	89.2	103
BLACK	11.4	9.3	82	10.3	90	10.1	89	8.6	75	10.2	90	8.3	73
OTHER	2.2	**2.8	126	**1.6	71	*1.8	81	2.5	112	*2.0	91	2.5	112
NORTHEAST-CENSUS	22.4	32.8	146	36.7	164	23.4	105	25.6	114	31.3	140	30.2	135
NORTH CENTRAL	25.1	28.7	115	38.1	152	26.5	106	25.1	100	22.2	89	24.3	97
SOUTH	34.0	23.8	70	12.9	38	31.2	92	29.5	87	29.0	85	25.9	76
WEST	18.5	14.7	79	12.3	66	18.8	102	19.8	107	17.5	94	19.6	106
NORTHEAST-MKTG.	22.8	33.4	146	35.4	155	24.4	107	25.6	112	30.9	136	29.7	130
EAST CENTRAL	14.8	14.2	96	15.8	107	13.0	88	14.2	96	15.9	108	16.7	113
WEST CENTRAL	16.9	20.8	123	29.4	174	18.9	112	17.2	102	13.6	81	15.7	93
SOUTH	29.1	19.9	68	9.4	32	26.6	91	25.7	88	23.9	82	20.7	71
PACIFIC	16.4	11.7	72	*10.0	61	17.0	104	17.3	106	15.6	96	17.3	106
COUNTY SIZE A	41.5	45.1	109	40.7	98	41.8	101	45.6	110	42.3	102	43.3	104
COUNTY SIZE B	30.3	29.5	97	32.7	108	30.7	101	30.7	101	32.9	109	31.1	103
COUNTY SIZE C	15.4	14.7	96	14.1	92	15.7	102	14.0	91	13.8	90	16.0	104
COUNTY SIZE D	12.8	10.7	84	12.5	98	11.8	92	9.7	76	10.9	85	9.6	75
METRO SUBURBAN CITY	30.3	28.5	94	25.1	83	28.8	95	30.0	99	28.8	95	26.7	88
METRO SUBURBAN	45.1	50.2	111	53.3	118	46.4	103	50.2	111	47.9	106	51.1	113
NON METRO	24.6	21.3	87	21.6	88	24.8	101	19.8	81	23.2	94	22.2	90
TOP 5 ADI'S	23.6	29.5	125	28.7	122	24.7	105	27.0	114	27.0	114	27.9	118
TOP 10 ADI'S	32.5	38.5	119	37.9	117	34.0	105	35.5	109	36.1	111	35.7	110
TOP 20 ADI'S	46.2	48.2	104	47.0	102	44.7	97	49.5	107	46.8	101	48.1	104
HS HLD INC. \$50,000 OR MORE	9.0	14.9	166	19.5	218	13.0	145	14.3	159	12.7	142	12.7	142
\$40,000 OR MORE	17.2	25.9	150	30.4	177	21.6	125	25.8	150	21.1	123	23.0	134
\$30,000 OR MORE	32.0	41.7	130	46.2	144	38.9	121	44.1	138	37.8	118	42.2	132
\$25,000 OR MORE	41.2	50.4	122	56.7	138	49.5	120	55.8	136	48.0	117	54.1	131
\$20,000 - \$24,999	11.2	15.4	137	10.0	89	11.0	98	12.0	107	12.7	113	12.1	108
\$15,000 - \$19,999	10.4	11.0	105	9.4	91	9.3	89	9.4	91	7.7	74	10.5	101
\$10,000 - \$14,999	15.2	12.0	79	11.1	73	14.4	95	12.1	80	15.4	101	13.6	89
UNDER \$10,000	22.0	11.2	51	12.8	58	15.9	72	10.6	48	16.3	74	9.7	44
HOUSEHOLD OF 1 PERSON	13.6	9.6	71	11.9	88	9.0	66	10.9	81	10.1	74	4.5	33
2 PEOPLE	30.6	24.5	80	19.2	63	30.1	98	30.0	98	31.1	102	19.1	62
3 OR 4 PEOPLE	38.7	45.4	117	37.3	96	39.5	102	42.0	108	38.1	98	46.3	120
5 OR MORE PEOPLE	17.2	20.4	119	31.6	184	21.4	124	17.1	99	20.7	121	30.1	176
NO CHILD IN HSHLD	56.3	47.2	84	44.4	79	52.1	92	53.4	95	53.7	95	33.7	60
CHILD(REN) UNDER 2 YRS	6.8	7.0	103	6.2	91	8.4	123	5.4	78	6.4	93	7.7	113
2 - 5 YEARS	17.2	17.7	103	19.2	111	16.8	98	15.8	92	14.2	83	21.2	123
6 - 11 YEARS	18.4	21.8	119	30.5	166	22.4	122	19.3	105	19.7	107	29.8	162
12 - 17 YEARS	21.7	30.3	140	34.9	161	26.1	120	25.4	117	26.6	123	40.5	187
RESIDENCE OWNED	69.4	64.4	93	73.8	106	67.7	98	72.7	105	73.1	105	68.3	98
VALUE: \$50,000 OR MORE	40.0	41.5	104	49.0	123	41.4	104	48.1	120	46.4	116	44.5	111
VALUE: UNDER \$50,000	29.4	22.8	78	24.8	84	26.3	89	24.7	84	26.7	91	23.8	81

RELATIVE VOLUME OF CONSUMPTION
WOMEN'S APPAREL (P-14)
(FEMALES)

	TOTAL U.S. % DOWN	SKIRT		SLACKS		SUITS, PANTS		SKIRT SUIT - 2 PIECE (PRICED AS 1 ITEM)		SKIRT SUIT - 2 PIECE (PRICED SEPARATELY)			
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100		
FEMALE HOMEMAkers	91.5	90.7	99	90.9	99	93.6	102	92.5	101	91.6	100		
EMPLOYED MOTHERS	21.1	27.9	132	26.8	127	18.7	88	23.2	110	17.0	81		
18 - 24	16.6	17.5	105	16.0	96	13.0	78	17.1	103	12.7	76		
25 - 34	22.8	25.6	112	25.5	112	24.8	109	24.6	108	21.5	94		
35 - 44	16.7	21.5	129	21.3	128	13.2	79	20.0	120	14.2	85		
45 - 54	12.9	14.1	109	14.9	115	13.1	102	14.0	108	18.6	144		
55 - 64	13.4	12.3	92	11.9	89	17.4	130	13.3	99	19.2	144		
65 OR OLDER	17.5	9.0	52	10.4	60	18.4	105	11.1	63	13.8	79		
18 - 34	39.5	43.1	109	41.5	105	37.9	96	41.7	106	34.1	86		
18 - 49	62.3	71.7	115	70.7	113	57.6	92	68.1	109	56.3	90		
25 - 54	52.5	61.2	117	61.7	118	51.1	97	58.5	112	54.3	103		
35 - 49	22.9	28.6	125	29.2	128	19.7	86	26.4	116	22.2	97		
50 OR OLDER	37.7	28.3	75	29.3	78	42.4	113	31.9	85	43.7	116		
GRADUATED COLLEGE	13.7	23.5	172	18.1	132	16.3	119	26.6	194	26.2	191		
ATTENDED COLLEGE	17.3	24.3	140	22.1	128	20.5	119	20.6	119	21.7	126		
GRADUATED HIGH SCHOOL	41.7	38.5	92	44.4	106	42.2	101	37.8	91	37.9	91		
DID NOT GRADUATE HIGH SCHOOL	27.3	13.7	50	15.4	56	21.0	77	15.0	55	14.2	52		
EMPLOYED FULL-TIME	40.1	56.3	140	50.4	126	44.0	110	57.3	143	57.2	143		
EMPLOYED PART-TIME	9.6	11.8	123	11.1	115	7.1	74	9.4	97	9.1	95		
NOT EMPLOYED	50.3	31.9	63	38.6	77	48.9	97	33.3	66	33.7	67		
PROFESSIONAL/MANAGER	12.2	22.6	185	17.9	146	16.9	138	24.3	199	23.0	188		
TECH/CLERICAL/SALES	22.2	31.9	144	29.9	135	22.0	99	31.3	141	31.7	143		
PRECISION/CRAFT	1.2	1.2	108	1.3	114	**1.4	122	**1.1	99	**1.8	153		
OTHER EMPLOYED	14.1	12.3	87	12.4	88	10.8	76	10.0	71	9.8	70		
SINGLE	18.1	20.8	115	19.5	108	18.5	102	23.3	129	17.7	98		
MARRIED	58.4	60.8	104	62.0	106	56.2	96	57.0	97	61.7	106		
DIVORCED/SEPARATED/WIDOWED	23.5	18.4	78	18.5	79	25.2	107	19.8	84	20.6	88		
PARENTS	38.3	40.3	105	42.4	111	33.0	86	35.2	92	23.1	60		
WHITE	86.4	87.6	101	90.2	104	85.4	99	84.9	98	89.5	104		
BLACK	11.4	10.4	91	7.6	67	11.1	98	13.5	111	7.4	65		
OTHER	2.2	1.9	87	2.2	98	*3.5	156	**1.7	74	**3.1	139		
NORTHEAST-CENSUS	22.4	28.8	129	25.8	115	20.4	91	26.5	119	29.2	130		
NORTH CENTRAL	25.1	22.5	90	27.2	109	20.2	80	20.0	80	23.9	95		
SOUTH	34.0	30.1	88	28.3	83	35.9	106	38.6	114	32.9	97		
WEST	18.5	18.6	100	18.6	101	23.5	127	14.8	80	14.0	76		
NORTHEAST-MKTG.	22.8	29.4	129	25.5	112	23.2	102	28.1	123	31.2	137		
EAST CENTRAL	14.8	13.2	90	15.6	106	11.8	80	12.6	85	14.5	98		
WEST CENTRAL	16.9	15.7	93	18.3	108	15.1	89	12.3	73	14.4	85		
SOUTH	29.1	25.6	88	24.2	83	30.1	103	33.9	116	27.3	94		
PACIFIC	16.4	16.1	98	16.4	100	19.9	122	13.1	80	12.7	77		
COUNTY SIZE A	41.5	47.1	114	44.6	107	41.4	100	46.8	113	44.5	107		
COUNTY SIZE B	30.3	31.0	102	31.7	105	28.7	95	30.8	101	33.1	109		
COUNTY SIZE C	15.4	13.6	88	14.0	91	17.8	116	13.6	89	13.4	87		
COUNTY SIZE D	12.8	8.3	65	9.8	76	12.1	94	8.8	68	9.0	70		
METRO CENTRAL CITY	30.3	31.9	105	30.1	99	28.8	95	35.6	117	31.8	105		
METRO SUBURBAN	45.1	50.1	111	50.1	111	47.2	105	47.2	105	48.4	107		
NON METRO	24.6	17.9	73	19.7	80	24.0	98	17.2	70	19.9	81		
TOP 5 ADI'S	23.6	27.8	118	26.2	111	23.8	101	26.7	114	23.0	98		
TOP 10 ADI'S	32.5	37.4	115	34.9	107	33.7	104	39.1	120	35.9	110		
TOP 20 ADI'S	46.2	50.5	109	48.6	105	47.7	103	50.9	110	44.7	97		
HSHLD INC. \$50,000 OR MORE	9.0	18.4	205	14.8	165	12.6	140	17.0	189	18.8	210		
\$40,000 OR MORE	17.2	31.0	180	26.6	155	21.7	126	27.5	160	32.4	188		
\$30,000 OR MORE	32.0	49.7	155	44.1	138	36.4	114	47.3	148	49.3	154		
\$25,000 OR MORE	41.2	60.2	146	55.3	134	46.5	113	59.7	145	60.7	147		
\$20,000 - \$24,999	11.2	10.3	92	11.6	103	10.3	91	9.9	88	11.1	99		
\$15,000 - \$19,999	10.4	9.1	88	9.1	87	9.5	91	7.1	68	10.1	97		
\$10,000 - \$14,999	15.2	10.8	71	12.8	84	14.0	92	11.8	78	9.3	61		
UNDER \$10,000	22.0	9.5	43	11.2	51	19.8	90	11.5	52	8.8	40		
HOUSEHOLD OF 1 PERSON	13.6	10.9	80	10.8	80	15.3	113	13.5	100	16.2	119		
2 PEOPLE	30.6	29.1	95	28.1	92	36.3	119	34.1	112	37.6	123		
3 OR 4 PEOPLE	38.7	44.0	114	43.3	112	35.9	93	36.5	94	35.8	93		
5 OR MORE PEOPLE	17.2	16.1	94	17.8	104	12.5	73	15.9	93	10.4	61		
NO CHILD IN HSHLD	56.3	55.3	98	51.8	92	62.7	111	60.5	107	73.6	131		
CHILD(REN) UNDER 2 YRS	6.8	4.6	68	5.9	86	4.1	59	4.7	68	**1.8	27		
2 - 5 YEARS	17.2	16.4	95	15.5	90	15.7	91	14.4	84	8.9	52		
6 - 11 YEARS	18.4	17.5	95	21.1	115	14.2	77	15.4	84	12.6	69		
12 - 17 YEARS	21.7	24.0	111	25.9	120	20.5	94	24.1	111	13.0	60		
RESIDENCE OWNED	69.4	72.4	104	72.7	105	69.7	100	70.9	102	72.7	105		
VALUE: \$50,000 OR MORE	40.0	51.9	130	47.3	118	41.9	105	48.1	120	53.0	133		
VALUE: UNDER \$50,000	29.4	20.5	70	25.4	86	27.8	94	22.8	78	19.7	67		

RELATIVE VOLUME OF CONSUMPTION
WOMEN'S APPAREL (P-14)
(FEMALES)

	TOTAL U.S. % DOWN	SUNGLASSES (NON-PRES.)		SWEATER		SWIM SUIT		T-SHIRT		WARM-UP SUIT			
		B	D	B	D	B	D	B	D	B	D	B	D
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100		
FEMALE HOMEMAKERS	91.5	91.9	100	88.1	96	88.1	96	87.8	96	86.9	95		
EMPLOYED MOTHERS	21.1	34.4	163	26.4	125	33.1	156	32.2	152	28.5	135		
18 - 24	16.6	19.3	116	20.2	121	20.6	124	21.7	130	21.1	127		
25 - 34	22.8	33.6	147	27.8	122	30.8	135	30.8	135	29.6	130		
35 - 44	16.7	24.8	148	21.5	129	26.5	158	23.6	141	23.0	138		
45 - 54	12.9	12.1	93	13.4	103	12.3	95	13.9	107	12.2	94		
55 - 64	13.4	6.2	46	10.0	75	6.1	46	6.4	48	9.4	70		
65 OR OLDER	17.5	4.1	23	7.1	41	3.7	21	3.7	21	4.6	27		
18 - 34	39.5	52.9	134	48.0	121	51.4	130	52.5	133	50.8	129		
18 - 49	62.3	85.4	137	77.0	123	85.7	137	83.9	134	79.4	127		
25 - 54	52.5	70.5	134	62.7	120	69.5	132	68.2	130	64.8	124		
35 - 49	22.9	32.5	142	29.0	127	34.2	150	31.4	137	28.7	125		
50 OR OLDER	37.7	14.6	39	23.0	61	14.3	38	16.1	43	20.6	55		
GRADUATED COLLEGE	13.7	20.8	152	20.3	148	20.1	147	21.0	153	17.3	126		
ATTENDED COLLEGE	17.3	24.3	140	25.4	147	22.2	128	22.7	131	26.3	152		
GRADUATED HIGH SCHOOL	41.7	43.3	104	41.3	99	47.0	113	42.1	101	43.2	103		
DID NOT GRADUATE HIGH SCHOOL	27.3	11.7	43	13.0	47	10.7	39	14.2	52	13.2	48		
EMPLOYED FULL-TIME	40.1	56.1	140	53.0	132	53.8	134	50.4	126	50.0	125		
EMPLOYED PART-TIME	9.6	11.9	123	12.3	128	13.0	135	13.2	137	9.4	98		
NOT EMPLOYED	50.3	32.1	64	34.7	69	33.2	66	36.4	72	40.6	81		
PROFESSIONAL/MANAGER	12.2	21.7	178	18.5	151	16.9	138	19.2	157	13.6	111		
TECH/CLERICAL/SALES	22.2	28.1	126	30.8	139	30.1	135	28.3	127	30.8	139		
PRECISION/CRAFT	1.2	*2.4	212	1.5	125	3.0	257	1.9	161	*1.1	91		
OTHER EMPLOYED	14.1	15.7	111	14.6	103	16.9	120	14.4	102	13.9	99		
SINGLE	18.1	20.3	112	24.5	136	24.4	135	23.1	128	23.7	131		
MARRIED	58.4	63.0	108	59.6	102	61.2	105	62.9	108	59.7	102		
DIVORCED/SEPARATED/WIDOWED	23.5	16.7	71	15.8	67	14.4	61	14.0	60	16.7	71		
PARENTS	38.3	53.0	138	41.9	109	52.4	137	52.8	138	50.0	130		
WHITE	86.4	90.1	104	90.4	105	93.3	108	90.1	104	89.1	103		
BLACK	11.4	6.8	60	7.2	63	5.1	45	6.7	59	7.5	66		
OTHER	2.2	*3.1	140	2.4	108	*1.6	70	3.2	142	*3.3	148		
NORTHEAST-CENSUS	22.4	23.5	105	27.3	122	26.6	119	21.7	97	25.9	116		
NORTH CENTRAL	25.1	24.3	97	29.7	118	24.9	99	26.6	106	25.5	102		
SOUTH	34.0	28.2	83	25.5	75	27.1	80	28.5	84	24.6	72		
WEST	18.5	23.9	129	17.4	94	21.4	116	23.2	125	24.0	129		
NORTHEAST-MKTG.	22.8	22.3	98	28.0	123	26.3	115	22.1	97	25.5	112		
EAST CENTRAL	14.8	15.0	102	15.7	107	14.8	101	15.8	107	16.4	111		
WEST CENTRAL	16.9	16.3	96	20.4	120	16.4	97	17.2	101	17.0	100		
SOUTH	29.1	25.6	88	20.6	71	23.5	81	24.0	82	20.4	70		
PACIFIC	16.4	20.8	127	15.3	94	19.0	116	21.0	128	20.7	126		
COUNTY SIZE A	41.5	40.6	98	44.6	108	43.5	105	43.5	105	46.9	113		
COUNTY SIZE B	30.3	32.7	108	31.0	102	31.2	103	31.9	105	30.2	100		
COUNTY SIZE C	15.4	16.9	110	14.1	92	17.3	113	14.8	97	14.1	91		
COUNTY SIZE D	12.8	9.8	77	10.2	80	7.9	62	9.8	76	8.8	69		
METRO CENTRAL CITY	30.3	26.9	89	30.1	99	26.1	86	29.8	98	31.1	103		
METRO SUBURBAN	45.1	51.8	115	49.6	110	54.2	120	49.7	110	51.3	114		
NON METRO	24.6	21.3	87	20.2	82	19.6	80	20.5	84	17.6	72		
TOP 5 ADI'S	23.6	25.4	108	26.8	114	27.2	115	25.5	108	29.6	125		
TOP 10 ADI'S	32.5	33.0	102	34.7	107	35.8	110	33.1	102	38.4	118		
TOP 20 ADI'S	46.2	48.5	105	48.5	105	49.9	108	48.4	105	52.7	114		
HSHLD. INC. \$50,000 OR MORE	9.0	17.6	196	15.5	172	17.2	192	14.6	163	13.9	155		
\$40,000 OR MORE	17.2	28.1	163	28.3	164	29.3	170	26.7	155	25.0	145		
\$30,000 OR MORE	32.0	46.7	146	48.7	152	48.8	152	45.6	142	47.3	148		
\$25,000 OR MORE	41.2	58.1	141	60.7	148	59.7	145	57.8	140	57.4	139		
\$20,000 - \$24,999	11.2	11.4	102	10.5	94	13.5	120	13.2	117	12.2	109		
\$15,000 - \$19,999	10.4	7.4	71	7.9	76	8.9	85	8.4	81	10.3	99		
\$10,000 - \$14,999	15.2	14.3	94	11.5	75	10.4	68	11.7	77	11.5	76		
UNDER \$10,000	22.0	8.8	40	9.4	43	7.6	35	8.9	41	8.6	39		
HOUSEHOLD OF 1 PERSON	13.6	7.0	52	9.7	72	7.4	55	5.9	43	6.9	51		
2 PEOPLE	30.6	25.4	83	27.0	88	21.8	71	22.7	74	23.4	77		
3 OR 4 PEOPLE	38.7	46.5	120	44.9	116	47.4	123	45.0	116	46.0	119		
5 OR MORE PEOPLE	17.2	21.1	123	18.4	107	23.3	136	26.4	154	23.7	138		
NO CHILD IN HSHLD	56.3	41.3	73	51.8	92	39.6	70	39.1	69	42.9	76		
CHILD(REN) UNDER 2 YRS	6.8	7.2	105	6.0	88	6.6	97	7.3	107	6.4	94		
2 - 5 YEARS	17.2	18.1	105	14.8	86	17.7	103	18.4	107	19.1	111		
6 - 11 YEARS	18.4	28.6	155	20.5	111	27.2	148	27.3	149	23.1	126		
12 - 17 YEARS	21.7	31.7	146	27.8	128	34.9	161	35.6	164	33.5	155		
RESIDENCE OWNED	69.4	68.0	98	71.0	102	70.8	102	69.2	100	72.5	105		
VALUE: \$50,000 OR MORE	40.0	45.2	113	49.5	124	49.6	124	45.2	113	47.6	119		
VALUE: UNDER \$50,000	29.4	22.8	78	21.5	73	21.2	72	24.0	81	24.9	85		

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
CLOTHING BOUGHT FOR A MAN (P-14)
(FEMALES)

	TOTAL U.S. % DOWN	JEANS		NECKTIE		SHIRTS- REGULAR OR DRESS		SHIRTS-SPORT		SLACKS BUS./DRESS		B % DOWN	D INDEX
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX		
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100		
FEMALE HOMEMAKERS	91.5	94.2	103	93.8	102	93.5	102	94.2	103	93.8	102		
EMPLOYED MOTHERS	21.1	33.1	156	26.7	126	29.7	141	29.8	141	29.1	138		
18 - 24	16.6	15.5	93	10.2	61	13.7	83	12.8	77	12.9	77		
25 - 34	22.8	30.8	135	27.6	121	26.9	118	25.6	112	24.6	108		
35 - 44	16.7	25.3	151	22.3	133	23.0	138	25.4	152	23.0	137		
45 - 54	12.9	14.2	110	15.5	120	16.5	128	16.5	128	18.5	143		
55 - 64	13.4	10.1	76	16.9	126	13.1	98	13.4	100	13.1	98		
65 OR OLDER	17.5	4.1	23	7.5	43	6.7	38	6.3	36	8.0	46		
18 - 34	39.5	46.3	117	37.9	96	40.6	103	38.4	97	37.5	95		
18 - 49	62.3	80.0	128	67.8	109	72.1	116	72.7	117	70.4	113		
25 - 54	52.5	70.3	134	65.5	125	66.4	127	67.5	129	66.0	126		
35 - 49	22.9	33.7	147	30.0	131	31.4	137	34.4	150	33.0	144		
50 OR OLDER	37.7	20.0	53	32.2	85	27.9	74	27.3	72	29.6	79		
GRADUATED COLLEGE	13.7	12.9	94	25.7	188	19.1	140	20.1	147	18.6	136		
ATTENDED COLLEGE	17.3	21.7	125	26.1	151	25.2	145	23.4	135	23.0	133		
GRADUATED HIGH SCHOOL	41.7	47.9	115	36.8	88	42.3	101	44.0	105	43.6	104		
DID NOT GRADUATE HIGH SCHOOL	27.3	17.6	64	11.4	42	13.3	49	12.5	46	14.8	54		
EMPLOYED FULL-TIME	40.1	50.4	126	54.2	135	52.7	131	51.1	127	49.7	124		
EMPLOYED PART-TIME	9.6	11.0	114	12.2	126	10.4	108	12.2	127	11.4	118		
NOT EMPLOYED	50.3	38.7	77	33.7	67	36.9	73	36.7	73	39.0	78		
PROFESSIONAL/MANAGER	12.2	14.8	121	25.1	205	20.0	163	19.7	161	19.0	156		
TECH/CLERICAL/SALES	22.2	29.9	135	30.5	137	30.3	136	31.1	140	28.5	129		
PRECISION/CRAFT	1.2	1.1	93	10.7	62	1.3	116	1.4	118	1.5	131		
OTHER EMPLOYED	14.1	15.6	110	10.0	71	11.5	81	11.2	79	11.9	84		
SINGLE	18.1	9.0	50	13.9	77	11.0	61	11.5	64	8.9	49		
MARRIED	58.4	77.0	132	77.6	133	77.5	133	74.8	128	80.5	138		
DIVORCED/SEPARATED/WIDOWED	23.5	14.0	60	8.5	36	11.5	49	13.6	58	10.6	45		
PARENTS	38.3	57.5	150	39.3	103	46.2	121	47.6	124	47.2	123		
WHITE	86.4	91.8	106	93.1	108	93.0	108	92.9	108	92.4	107		
BLACK	11.4	5.7	50	4.6	40	4.7	41	4.4	39	5.6	49		
OTHER	2.2	2.6	115	2.4	107	2.3	104	2.7	120	2.0	89		
NORTHEAST-CENSUS	22.4	19.8	89	33.4	149	22.2	99	22.4	100	22.4	100		
NORTH CENTRAL	25.1	27.6	110	25.6	102	25.5	102	26.6	106	26.8	107		
SOUTH	34.0	32.3	95	27.0	79	33.3	98	28.5	84	32.1	94		
WEST	18.5	20.3	110	14.1	76	18.9	102	22.4	121	18.8	101		
NORTHEAST-MKTG.	22.8	19.4	85	33.7	148	21.4	94	22.0	96	21.9	96		
EAST CENTRAL	14.8	15.0	102	15.2	103	16.4	111	15.1	102	18.4	125		
WEST CENTRAL	16.9	19.9	117	16.2	95	16.7	99	18.0	106	16.4	97		
SOUTH	29.1	28.2	97	21.8	75	28.8	99	24.8	85	26.8	92		
PACIFIC	16.4	17.4	106	13.1	80	16.7	102	20.2	123	16.5	101		
COUNTY SIZE A	41.5	35.5	86	48.1	116	41.0	99	42.8	103	39.3	95		
COUNTY SIZE B	30.3	32.3	106	32.4	107	33.8	112	30.2	100	34.7	115		
COUNTY SIZE C	15.4	18.5	120	11.6	75	14.1	92	16.0	104	15.6	101		
COUNTY SIZE D	12.8	13.8	108	8.0	62	11.1	86	11.0	86	10.4	81		
METRO CENTRAL CITY	30.3	23.7	78	26.0	86	26.5	87	26.4	87	25.2	83		
METRO SUBURBAN	45.1	48.2	107	58.3	129	51.7	115	50.4	112	52.8	117		
NON METRO	24.6	28.1	114	15.7	64	21.8	89	23.1	94	22.1	90		
TOP 5 ADI'S	23.6	20.8	88	30.9	131	23.2	98	25.2	107	21.5	91		
TOP 10 ADI'S	32.5	27.4	85	39.5	122	31.2	96	33.4	103	28.7	88		
TOP 20 ADI'S	46.2	40.0	87	51.1	110	43.9	95	47.4	103	43.0	93		
HSHLD INC. \$50,000 OR MORE	9.0	12.4	138	22.1	246	16.7	186	16.0	179	17.8	198		
\$40,000 OR MORE	17.2	22.1	128	37.0	215	27.9	162	28.0	162	31.9	185		
\$30,000 OR MORE	32.0	40.8	127	59.1	185	48.8	152	48.3	151	51.7	162		
\$25,000 OR MORE	41.2	53.2	129	71.7	174	62.7	152	60.9	148	63.5	154		
\$20,000 - \$24,999	11.2	14.5	129	8.9	79	11.6	103	12.5	111	11.3	101		
\$15,000 - \$19,999	10.4	9.8	94	5.7	54	9.2	88	10.6	101	9.5	91		
\$10,000 - \$14,999	15.2	11.2	73	8.0	52	8.6	56	9.5	62	9.1	60		
UNDER \$10,000	22.0	11.3	52	5.8	26	8.0	36	6.5	30	6.6	30		
HOUSEHOLD OF 1 PERSON	13.6	3.3	25	5.5	41	5.3	39	6.3	47	3.7	27		
2 PEOPLE	30.6	23.0	75	32.7	107	28.9	95	28.1	92	27.7	91		
3 OR 4 PEOPLE	38.7	50.9	131	46.7	121	47.1	122	47.3	122	48.7	126		
5 OR MORE PEOPLE	17.2	22.8	133	15.1	88	18.7	109	18.3	107	19.9	116		
NO CHILD IN HSHLD	56.3	38.1	68	55.9	99	48.7	87	49.6	88	47.2	84		
CHILD(REN) UNDER 2 YRS	6.8	10.0	146	4.6	67	7.0	103	6.7	97	7.2	106		
2 - 5 YEARS	17.2	25.1	146	13.5	78	16.7	97	16.0	93	18.3	106		
6 - 11 YEARS	18.4	25.4	138	16.3	89	20.1	109	19.9	108	21.1	115		
12 - 17 YEARS	21.7	31.4	145	27.1	125	28.8	133	29.3	135	29.3	135		
RESIDENCE OWNED	69.4	75.2	108	82.1	118	78.2	113	78.6	113	81.4	117		
VALUE: \$50,000 OR MORE	40.0	43.5	109	62.6	157	52.6	132	53.4	134	57.4	144		
VALUE: UNDER \$50,000	29.4	31.7	108	19.6	67	25.5	87	25.2	86	24.1	82		

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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RELATIVE VOLUME OF CONSUMPTION
CLOTHING BOUGHT FOR A MAN (P-14)
(FEMALES)

	TOTAL U.S. % DOWN	SUIT (BUS./DRESS)		SWEATER									
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0			100.0	100								
FEMALE HOMEMAKERS	91.5	97.9	107	91.2	100								
EMPLOYED MOTHERS	21.1	24.7	117	26.2	124								
18 - 24	16.6	11.2	67	17.6	106								
25 - 34	22.8	25.8	113	26.0	114								
35 - 44	16.7	18.9	113	23.3	140								
45 - 54	12.9	22.4	173	16.6	128								
55 - 64	13.4	15.1	113	10.5	79								
65 OR OLDER	17.5	*6.6	38	5.9	34								
18 - 34	39.5	37.0	94	43.6	110								
18 - 49	62.3	67.6	108	75.4	121								
25 - 54	52.5	67.2	128	65.9	126								
35 - 49	22.9	30.6	134	31.8	139								
50 OR OLDER	37.7	32.4	86	24.6	65								
GRADUATED COLLEGE	13.7	18.0	132	22.3	163								
ATTENDED COLLEGE	17.3	19.0	110	25.0	145								
GRADUATED HIGH SCHOOL	41.7	45.6	109	38.6	93								
DID NOT GRADUATE HIGH SCHOOL	27.3	17.5	64	14.0	51								
EMPLOYED FULL-TIME	40.1	46.1	115	55.6	139								
EMPLOYED PART-TIME	9.6	14.5	150	12.1	125								
NOT EMPLOYED	50.3	39.4	78	32.3	64								
PROFESSIONAL/MANAGER	12.2	20.0	164	20.5	168								
TECH/CLERICAL/SALES	22.2	26.2	118	33.1	149								
PRECISION/CRAFT	1.2	**1.8	154	*1.5	133								
OTHER EMPLOYED	14.1	12.6	89	12.5	88								
SINGLE	18.1	10.5	58	19.0	105								
MARRIED	58.4	77.5	133	66.4	114								
DIVORCED/SEPARATED/WIDOWED	23.5	12.0	51	14.6	62								
PARENTS	38.3	43.8	114	42.3	110								
WHITE	86.4	86.0	100	91.8	106								
BLACK	11.4	9.8	86	5.8	51								
OTHER	2.2	***4.2	190	*2.3	105								
NORTHEAST-CENSUS	22.4	24.4	109	31.2	139								
NORTH CENTRAL	25.1	27.8	111	27.7	111								
SOUTH	34.0	34.8	102	20.7	61								
WEST	18.5	12.9	70	20.4	110								
NORTHEAST-MKTG.	22.8	26.1	114	30.3	133								
EAST CENTRAL	14.8	16.7	113	16.9	114								
WEST CENTRAL	16.9	19.0	112	18.0	106								
SOUTH	29.1	26.6	91	16.6	57								
PACIFIC	16.4	11.6	71	18.3	112								
COUNTY SIZE A	41.5	46.9	113	47.6	115								
COUNTY SIZE B	30.3	29.7	98	32.2	106								
COUNTY SIZE C	15.4	12.4	81	13.3	87								
COUNTY SIZE D	12.8	11.0	86	6.9	54								
METRO CENTRAL CITY	30.3	32.5	107	31.3	103								
METRO SUBURBAN	45.1	47.8	106	51.6	114								
NON METRO	24.6	19.6	80	17.1	70								
TOP 5 ADI'S	23.6	25.8	110	31.2	133								
TOP 10 ADI'S	32.5	35.0	108	38.8	119								
TOP 20 ADI'S	46.2	45.1	98	50.8	110								
HSHLD INC. \$50,000 OR MORE	9.0	16.9	188	18.7	208								
\$40,000 OR MORE	17.2	30.2	175	33.0	192								
\$30,000 OR MORE	32.0	47.0	147	54.6	170								
\$25,000 OR MORE	41.2	59.1	144	65.4	159								
\$20,000 - \$24,999	11.2	9.1	81	9.8	87								
\$15,000 - \$19,999	10.4	*5.9	56	7.5	72								
\$10,000 - \$14,999	15.2	10.2	67	8.2	54								
UNDER \$10,000	22.0	15.7	72	9.2	42								
HOUSEHOLD OF 1 PERSON	13.6	5.4	40	7.4	55								
2 PEOPLE	30.6	30.1	98	29.7	97								
3 OR 4 PEOPLE	38.7	46.8	121	43.5	112								
5 OR MORE PEOPLE	17.2	17.7	103	19.3	112								
NO CHILD IN HSHLD	56.3	50.6	90	53.1	94								
CHILD(REN) UNDER 2 YRS	6.8	*4.5	66	6.6	97								
2 - 5 YEARS	17.2	17.0	98	16.3	95								
6 - 11 YEARS	18.4	21.1	115	18.5	100								
12 - 17 YEARS	21.7	26.2	121	26.8	124								
RESIDENCE OWNED	69.4	77.9	112	73.1	105								
VALUE: \$50,000 OR MORE	40.0	55.1	138	55.1	138								
VALUE: UNDER \$50,000	29.4	22.8	78	18.0	61								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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RELATIVE VOLUME OF CONSUMPTION:
TOBACCO PRODUCTS (P-15)
(MALES)

	TOTAL U.S. % DOWN	CIGARETTES		DISPOSABLE LIGHTERS	
		% DOWN	D INDEX	% DOWN	D INDEX
TOTAL MALES	100.0	100.0	100	100.0	100
HOUSEHOLD HEADS	83.8	86.4	103	82.9	99
18 - 24	17.6	15.6	89	19.4	110
25 - 34	24.4	26.7	109	26.7	109
35 - 44	17.9	20.3	113	19.6	109
45 - 54	13.7	15.8	115	13.6	99
55 - 64	13.1	13.3	101	12.3	94
65 OR OLDER	13.3	8.4	63	8.4	64
18 - 34	42.0	42.3	101	46.1	110
18 - 49	66.7	70.5	106	72.5	109
25 - 54	56.0	62.8	112	59.9	107
35 - 49	24.8	28.2	114	26.4	107
50 OR OLDER	33.3	29.5	89	27.5	83
GRADUATED COLLEGE	20.2	15.2	75	13.4	66
ATTENDED COLLEGE	17.2	14.6	85	15.3	89
GRADUATED HIGH SCHOOL	36.1	39.2	109	41.1	114
DID NOT GRADUATE HIGH SCHOOL	26.6	31.0	117	30.3	114
EMPLOYED FULL-TIME	66.0	69.5	105	66.7	101
EMPLOYED PART-TIME	5.2	3.7	71	4.5	87
NOT EMPLOYED	28.8	26.8	93	28.8	100
PROFESSIONAL/MANAGER	19.0	15.8	83	13.1	69
TECH/CLERICAL/SALES	14.2	13.2	93	13.9	98
PRECISION/CRAFT	14.6	17.8	121	17.4	119
OTHER EMPLOYED	23.4	26.4	113	26.8	115
SINGLE	24.7	22.3	90	25.5	104
MARRIED	65.5	65.1	99	63.5	97
DIVORCED/SEPARATED/WIDOWED	9.8	12.6	128	11.0	112
PARENTS	32.0	36.0	112	34.8	109
WHITE	87.9	86.2	98	87.1	99
BLACK	10.0	12.4	124	11.5	115
OTHER	2.1	1.5	68	1.4	66
NORTHEAST-CENSUS	21.7	18.8	87	17.2	79
NORTH CENTRAL	25.8	25.0	97	25.9	100
SOUTH	33.7	39.8	118	40.2	119
WEST	18.8	16.4	87	16.6	88
NORTHEAST-MKTG.	22.7	20.4	90	17.8	78
EAST CENTRAL	14.8	15.0	101	15.5	105
WEST CENTRAL	17.1	16.3	96	16.6	97
SOUTH	29.2	34.5	118	35.7	122
PACIFIC	16.2	13.9	85	14.4	88
COUNTY SIZE A	41.1	40.2	98	37.8	92
COUNTY SIZE B	30.0	30.1	100	30.0	100
COUNTY SIZE C	16.0	16.1	101	17.3	108
COUNTY SIZE D	12.9	13.5	105	14.9	116
METRO CENTRAL CITY	29.3	29.8	102	30.1	103
METRO SUBURBAN	46.6	45.5	98	42.1	90
NON METRO	24.2	24.7	102	27.8	115
TOP 5 ADI'S	23.6	20.2	86	18.9	80
TOP 10 ADI'S	33.0	30.5	92	27.8	84
TOP 20 ADI'S	46.2	44.3	96	41.4	90
HSHLD INC. \$50,000 OR MORE	11.8	9.2	78	8.3	71
\$40,000 OR MORE	22.7	19.3	85	18.8	83
\$30,000 OR MORE	39.6	34.9	88	33.7	85
\$25,000 OR MORE	50.3	46.0	91	44.3	88
\$20,000 - \$24,999	10.9	12.5	114	13.1	120
\$15,000 - \$19,999	10.0	11.2	112	11.9	119
\$10,000 - \$14,999	14.0	15.4	110	15.0	107
UNDER \$10,000	14.7	15.0	102	15.7	107
HOUSEHOLD OF 1 PERSON	9.4	10.2	109	7.9	84
2 PEOPLE	31.2	27.6	88	28.1	90
3 OR 4 PEOPLE	41.2	43.1	105	43.4	105
5 OR MORE PEOPLE	18.1	19.0	105	20.6	113
NO CHILD IN HSHLD	59.0	54.8	93	54.7	93
CHILD(REN) UNDER 2 YRS	6.1	6.1	100	6.9	114
2 - 5 YEARS	14.0	15.4	110	17.0	121
6 - 11 YEARS	17.9	19.4	109	21.0	117
12 - 17 YEARS	22.0	25.4	116	24.3	111
RESIDENCE OWNED	71.2	65.6	92	65.0	91
VALUE: \$50,000 OR MORE	43.9	37.5	85	35.6	81
VALUE: UNDER \$50,000	27.2	28.0	103	29.4	108

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
#NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
TOBACCO PRODUCTS (P-15)
(FEMALES)

	TOTAL U.S. % DOWN	CIGARETTES		DISPOSABLE LIGHTERS	
		% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100
FEMALE HOMEOWNERS	91.5	92.6	101	91.5	100
EMPLOYED MOTHERS	21.1	23.0	109	24.3	115
18 - 24	16.6	18.7	113	20.8	125
25 - 34	22.8	24.9	109	25.7	112
35 - 44	16.7	19.0	114	18.8	112
45 - 54	12.9	14.1	109	14.0	108
55 - 64	13.4	12.8	96	11.7	88
65 OR OLDER	17.2	10.5	60	9.1	52
18 - 34	39.5	43.6	110	46.4	118
18 - 49	62.3	70.1	112	72.4	116
25 - 54	52.5	58.0	110	58.4	111
35 - 49	22.9	26.5	116	26.0	114
50 OR OLDER	37.7	29.9	79	27.6	73
GRADUATED COLLEGE	13.7	9.5	69	9.2	68
ATTENDED COLLEGE	17.3	15.7	91	15.8	92
GRADUATED HIGH SCHOOL	41.7	47.8	115	46.9	112
DID NOT GRADUATE HIGH SCHOOL	27.3	27.0	99	28.0	103
EMPLOYED FULL-TIME	40.1	44.0	110	43.8	109
EMPLOYED PART-TIME	9.6	8.2	85	8.3	86
NOT EMPLOYED	50.3	47.8	95	47.9	95
PROFESSIONAL/MANAGER	12.2	9.0	73	9.3	76
TECH/CLERICAL/SALES	22.2	24.7	111	23.2	104
PRECISION/CRAFT	1.2	1.4	119	1.5	134
OTHER EMPLOYED	14.1	17.1	121	18.1	128
SINGLE	18.1	18.2	101	19.2	106
MARRIED	58.4	56.7	97	57.3	98
DIVORCED/SEPARATED/WIDOWED	23.5	25.0	107	23.5	100
PARENTS	38.3	44.8	117	47.1	123
WHITE	86.4	89.4	103	88.9	103
BLACK	11.4	9.6	84	9.8	86
OTHER	2.2	1.1	47	1.3	58
NORTHEAST-CENSUS	22.4	24.8	111	22.3	100
NORTH CENTRAL	25.1	25.5	102	24.5	98
SOUTH	34.0	33.3	98	34.5	102
WEST	18.5	16.4	89	18.7	101
NORTHEAST-MKTG.	22.8	26.1	115	22.1	97
EAST CENTRAL	14.8	15.0	102	15.5	105
WEST CENTRAL	16.9	17.2	101	16.1	95
SOUTH	29.1	27.5	94	29.9	103
PACIFIC	16.4	14.2	87	16.3	100
COUNTY SIZE A	41.5	43.5	105	39.6	95
COUNTY SIZE B	30.3	30.6	101	33.5	111
COUNTY SIZE C	15.4	14.7	96	16.4	107
COUNTY SIZE D	12.8	11.1	87	10.4	81
METRO CENTRAL CITY	30.3	29.2	96	29.6	98
METRO SUBURBAN	45.1	46.8	104	46.3	103
NON-METRO	24.6	24.0	98	24.0	98
TOP 5 ADI'S	23.6	24.9	106	22.7	96
TOP 10 ADI'S	32.5	33.9	105	30.1	93
TOP 20 ADI'S	46.2	48.5	105	44.9	97
HSHLD INC. \$50,000 OR MORE	9.0	7.9	88	7.5	84
\$40,000 OR MORE	17.2	15.6	90	15.4	89
\$30,000 OR MORE	32.0	29.8	93	28.5	89
\$25,000 OR MORE	41.2	39.8	97	38.4	93
\$20,000 - \$24,999	11.2	12.0	107	12.4	110
\$15,000 - \$19,999	10.4	12.1	116	11.3	108
\$10,000 - \$14,999	15.2	16.3	107	17.1	112
UNDER \$10,000	22.0	19.9	91	20.8	95
HOUSEHOLD OF 1 PERSON	13.6	10.9	80	9.2	68
2 PEOPLE	30.6	28.7	94	28.2	92
3 OR 4 PEOPLE	38.7	40.9	106	41.6	107
5 OR MORE PEOPLE	17.2	19.4	113	21.0	123
NO CHILD IN HSHLD	56.3	50.2	89	47.2	84
CHILD(REN) UNDER 2 YRS	6.8	8.2	121	9.1	133
2 - 5 YEARS	17.2	20.2	117	21.5	125
6 - 11 YEARS	18.4	20.4	111	22.3	121
12 - 17 YEARS	21.7	24.5	113	26.4	122
RESIDENCE OWNED	69.4	61.7	89	61.8	89
VALUE: \$50,000 OR MORE	40.0	34.7	87	33.1	83
VALUE: UNDER \$50,000	29.4	27.0	92	28.7	98

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-SIZE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
PHOTOGRAPHY (P-15)
(MALES)

	TOTAL U.S. % DOWN	COLOR FILM, INSTANT DEVELOPING		COLOR FILM 35MM PRINTS		COLOR FILM 35MM SLIDES		COLOR FILM 110 INSTANT LOAD/CARTRIDGE		COLOR FILM 126 INSTANT LOAD/CARTRIDGE		B % DOWN	D INDEX
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX		
TOTAL MALES	100.0			100.0	100	100.0	100	100.0	100	100.0	100		
HOUSEHOLD HEADS	83.8	87.5	104	87.0	104	82.8	99	89.2	107	94.9	113		
18 - 24	17.6	12.2	70	12.4	70	15.3	87	15.2	87	7.4	42		
25 - 34	24.4	23.3	95	33.7	138	27.4	112	29.0	119	26.0	107		
35 - 44	17.9	19.7	110	24.2	135	22.1	123	21.8	121	22.5	126		
45 - 54	13.7	18.6	135	15.0	109	20.9	152	14.3	104	15.1	110		
55 - 64	13.1	15.8	120	10.0	76	9.3	71	11.1	85	15.9	121		
65 OR OLDER	13.3	10.5	79	4.8	36	5.0	38	8.7	66	13.0	98		
18 - 34	42.0	35.5	85	46.1	110	42.6	102	44.2	105	33.4	80		
18 - 49	66.7	64.7	97	77.4	116	76.2	114	74.5	112	64.4	96		
25 - 54	56.0	61.5	110	72.9	130	70.4	126	65.0	116	63.7	114		
35 - 49	24.8	29.2	118	31.3	126	33.5	135	30.3	122	31.0	125		
50 OR OLDER	33.3	35.3	106	22.6	68	23.8	72	25.5	77	35.6	107		
GRADUATED COLLEGE	20.2	22.4	111	36.6	181	45.4	225	22.9	114	18.5	92		
ATTENDED COLLEGE	17.2	17.2	100	21.8	127	24.0	139	19.2	112	16.3	95		
GRADUATED HIGH SCHOOL	36.1	37.3	103	33.2	92	25.6	71	38.3	106	41.6	115		
DID NOT GRADUATE HIGH SCHOOL	26.6	23.1	87	8.5	32	5.0	19	19.5	73	23.6	89		
EMPLOYED FULL-TIME	66.0	69.5	105	81.7	124	77.0	117	75.3	114	73.6	112		
EMPLOYED PART-TIME	5.2	5.5	107	4.8	92	5.8	112	4.0	76	2.4	47		
NOT EMPLOYED	28.8	25.0	87	13.5	47	17.2	60	20.7	72	23.9	83		
PROFESSIONAL/MANAGER	19.0	22.6	119	31.8	168	38.0	200	19.2	101	22.3	118		
TECH/CLERICAL/SALES	14.2	12.8	90	20.8	146	19.9	140	15.5	109	13.2	93		
PRECISION/CRAFT	14.6	15.7	107	14.1	96	9.1	62	17.9	122	15.7	107		
OTHER EMPLOYED	23.4	23.9	102	19.8	85	15.8	68	26.7	114	24.9	106		
SINGLE	24.7	16.6	67	20.7	84	25.8	104	14.6	59	7.9	32		
MARRIED	65.5	74.3	114	73.0	111	65.8	101	77.8	119	87.0	133		
DIVORCED/SEPARATED/WIDOWED	9.8	9.0	92	6.3	64	8.4	86	7.6	77	5.2	53		
PARENTS	32.0	37.6	118	42.2	132	31.5	98	44.4	139	48.4	151		
WHITE	87.9	92.8	106	92.6	105	92.1	105	91.8	104	93.6	106		
BLACK	10.0	6.1	61	5.3	53	4.7	47	6.8	68	4.7	47		
OTHER	2.1	1.1	52	2.0	95	3.2	148	1.4	67	1.7	81		
NORTHEAST-CENSUS	21.7	23.7	109	22.7	105	20.1	93	19.2	88	21.7	100		
NORTH CENTRAL	25.8	29.9	116	26.0	101	24.2	94	24.9	96	35.7	138		
SOUTH	33.7	28.7	85	23.4	69	21.1	63	33.7	100	20.8	62		
WEST	18.8	17.7	94	27.9	148	34.7	184	22.2	118	21.8	116		
NORTHEAST-MKTG.	22.7	22.6	100	24.7	109	18.7	83	18.1	80	20.1	89		
EAST CENTRAL	14.8	18.4	124	13.3	90	13.3	90	14.2	96	14.8	100		
WEST CENTRAL	17.1	20.0	117	17.9	105	16.1	94	19.1	112	26.4	155		
SOUTH	29.2	25.4	87	19.6	67	20.2	69	30.2	103	19.8	68		
PACIFIC	16.2	13.6	84	24.4	150	31.7	195	18.3	113	18.8	116		
COUNTY SIZE A	41.1	36.3	88	47.2	115	48.6	118	36.6	89	35.2	86		
COUNTY SIZE B	30.0	33.3	111	31.5	105	33.8	113	33.4	111	30.7	102		
COUNTY SIZE C	16.0	18.7	117	13.1	82	11.5	72	18.6	116	16.0	100		
COUNTY SIZE D	12.9	11.6	91	8.2	64	6.1	47	11.5	89	18.1	141		
METRO CENTRAL CITY	29.3	25.2	86	29.0	99	37.8	129	26.5	91	28.0	96		
METRO SUBURBAN	46.6	47.8	103	55.3	119	50.1	107	48.5	104	47.2	101		
NON METRO	24.2	27.0	112	15.7	65	12.2	50	25.1	104	24.8	102		
TOP 5 ADI'S	23.6	19.8	84	29.2	124	28.5	121	21.0	89	22.5	95		
TOP 10 ADI'S	33.0	29.6	90	37.8	115	39.5	120	27.1	82	28.0	85		
TOP 20 ADI'S	46.2	44.5	96	50.9	110	53.3	115	42.5	92	43.6	94		
MSHLD INC. \$50,000 OR MORE	11.8	18.3	155	19.8	168	26.9	228	9.8	83	8.3	71		
\$40,000 OR MORE	22.7	30.8	136	35.8	158	44.4	196	22.6	99	19.0	84		
\$30,000 OR MORE	39.6	46.6	118	60.8	154	63.4	160	46.2	117	41.5	105		
\$25,000 OR MORE	50.3	57.9	115	72.4	144	77.1	153	58.5	116	54.2	108		
\$20,000 - \$24,999	10.9	11.5	105	10.4	95	7.9	72	10.7	97	11.5	105		
\$15,000 - \$19,999	10.0	8.9	89	7.5	74	6.5	64	11.1	111	8.0	80		
\$10,000 - \$14,999	14.0	11.5	82	6.4	46	4.9	35	11.5	82	15.0	107		
UNDER \$10,000	14.7	10.2	69	3.4	23	3.7	25	8.2	56	11.4	77		
HOUSEHOLD OF 1 PERSON	9.4	7.4	79	6.0	64	9.5	102	5.2	55	2.8	30		
2 PEOPLE	31.2	29.6	95	29.4	94	30.8	99	28.4	91	33.0	106		
3 OR 4 PEOPLE	41.2	44.8	109	47.6	113	41.5	101	44.7	108	43.7	106		
5 OR MORE PEOPLE	18.1	18.2	101	17.0	94	18.1	100	21.7	120	20.4	113		
NO CHILD IN MSHLD	59.0	56.1	95	52.5	89	62.7	106	47.1	80	47.0	80		
CHILD(REN) UNDER 2 YRS	6.1	5.5	91	9.4	155	5.6	92	11.2	185	7.3	120		
2 - 5 YEARS	14.0	15.9	113	18.2	129	9.0	64	21.5	153	20.8	148		
6 - 11 YEARS	17.9	18.5	103	20.1	113	14.2	79	21.8	122	26.4	148		
12 - 17 YEARS	22.0	24.4	111	21.6	98	23.4	106	24.7	113	23.8	109		
RESIDENCE OWNED	71.2	76.3	107	76.2	107	75.9	107	75.4	106	79.3	111		
VALUE: \$50,000 OR MORE	43.9	50.7	115	58.7	134	61.1	139	47.0	107	51.7	118		
VALUE: UNDER \$50,000	27.2	25.7	94	17.5	64	14.9	55	28.4	104	27.6	101		

RELATIVE VOLUME OF CONSUMPTION
PHOTOGRAPHY (P-15)
(FEMALES)

	TOTAL U.S. % DOWN	COLOR FILM, INSTANT DEVELOPING		COLOR FILM 35MM PRINTS		COLOR FILM 35MM SLIDES		COLOR FILM 110 INSTANT LOAD/CARTRIDGE		COLOR FILM 126 INSTANT LOAD/CARTRIDGE		B % DOWN	D INDEX
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX		
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100		
FEMALE HOMEMAKERS	91.5	93.5	102	89.7	98	90.5	99	89.4	98	93.1	102		
EMPLOYED MOTHERS	21.1	23.2	110	29.6	140	25.3	119	29.5	140	31.4	148		
18 - 24	16.6	15.9	96	17.8	107	10.0	60	21.0	126	15.7	94		
25 - 34	22.8	30.2	132	39.0	171	37.7	165	29.7	130	26.7	117		
35 - 44	16.7	19.5	117	20.3	122	22.7	136	18.6	111	24.5	147		
45 - 54	12.9	12.9	99	11.2	86	11.7	91	12.2	94	12.6	97		
55 - 64	13.4	11.0	82	8.1	60	12.2	91	10.8	81	9.4	71		
65 OR OLDER	17.5	10.6	60	3.7	21	5.8	33	7.7	44	11.0	63		
18 - 34	39.5	46.1	117	56.7	144	47.7	121	50.7	129	42.4	107		
18 - 49	62.3	71.0	114	83.7	134	76.0	122	75.2	121	72.2	116		
25 - 54	52.5	62.5	119	70.5	134	72.1	137	60.5	115	63.8	122		
35 - 49	22.9	24.9	109	26.9	118	28.3	124	24.5	107	29.8	130		
50 OR OLDER	37.7	29.0	77	16.3	43	24.0	64	24.8	66	27.8	74		
GRADUATED COLLEGE	13.7	13.8	101	26.2	191	38.1	278	14.5	106	14.7	107		
ATTENDED COLLEGE	17.3	19.8	114	24.7	142	30.3	175	22.3	129	15.8	92		
GRADUATED HIGH SCHOOL	41.7	43.8	105	40.3	97	27.6	66	46.4	111	54.5	131		
DID NOT GRADUATE HIGH SCHOOL	27.3	22.5	83	8.9	32	4.0	15	16.8	61	15.0	55		
EMPLOYED FULL-TIME	40.1	42.7	107	53.6	134	61.5	153	45.3	113	42.7	106		
EMPLOYED PART-TIME	9.6	11.0	114	12.1	125	12.9	134	12.0	124	10.0	104		
NOT EMPLOYED	50.3	46.3	92	34.4	68	25.6	51	42.8	85	47.3	94		
PROFESSIONAL/MANAGER	12.2	13.3	109	25.0	204	38.8	317	14.7	121	13.6	111		
TECH/CLERICAL/SALES	22.2	24.3	110	29.1	131	24.9	112	28.3	127	21.6	97		
PRECISION/CRAFT	1.2	1.3	116	1.9	162	0.4	34	0.8	68	1.7	149		
OTHER EMPLOYED	14.1	14.7	104	9.7	69	10.3	73	13.4	95	15.8	112		
SINGLE	18.1	16.6	92	20.7	115	20.9	116	18.5	102	11.9	66		
MARRIED	58.4	66.6	114	69.3	119	69.6	119	65.4	112	67.7	116		
DIVORCED/SEPARATED/MIDOWED	23.5	16.8	72	10.0	43	9.5	40	16.2	69	20.5	87		
PARENTS	38.3	48.6	127	48.9	128	37.8	99	49.7	130	56.7	148		
WHITE	86.4	87.9	102	91.0	105	94.9	110	92.8	107	92.6	107		
BLACK	11.4	9.3	82	4.3	38	4.1	36	5.5	48	6.6	58		
OTHER	2.2	2.8	125	4.6	208	1.0	46	1.7	76	0.8	36		
NORTHEAST-CENSUS	22.4	22.8	102	21.2	95	28.4	127	19.7	88	22.7	101		
NORTH CENTRAL	25.1	26.8	107	26.3	105	30.1	120	26.0	104	32.5	130		
SOUTH	34.0	31.9	94	27.1	80	14.8	44	29.8	88	26.8	79		
WEST	18.5	18.5	100	25.4	137	26.6	144	24.6	133	18.0	97		
NORTHEAST-MKTG.	22.8	21.5	94	23.3	102	29.2	128	20.2	89	21.0	92		
EAST CENTRAL	14.8	14.5	98	13.0	88	12.9	88	14.5	98	17.1	116		
WEST CENTRAL	16.9	17.8	105	18.1	107	23.7	140	19.3	114	23.4	138		
SOUTH	29.1	29.0	99	23.3	80	12.8	44	24.5	84	23.1	79		
PACIFIC	16.4	17.2	105	22.3	136	21.4	131	21.5	131	15.4	94		
COUNTY SIZE A	41.5	41.8	101	49.0	118	47.9	115	40.2	97	37.2	90		
COUNTY SIZE B	30.3	32.4	107	29.8	98	30.3	100	29.8	98	30.0	99		
COUNTY SIZE C	15.4	15.1	98	13.5	88	16.7	109	17.6	114	18.3	119		
COUNTY SIZE D	12.8	10.7	84	7.7	60	5.1	40	12.5	97	14.4	112		
METRO CENTRAL CITY	30.3	29.1	96	27.5	91	31.0	102	25.8	85	29.3	97		
METRO SUBURBAN	45.1	48.4	107	57.0	126	54.5	121	49.5	110	42.7	95		
NON METRO	24.6	22.5	92	15.5	63	14.6	59	24.7	101	28.0	114		
TOP 5 ADI'S	23.6	23.2	98	28.9	123	32.8	139	22.1	94	21.1	90		
TOP 10 ADI'S	32.5	31.7	98	39.3	121	44.9	138	29.5	91	26.7	82		
TOP 20 ADI'S	46.2	47.4	102	52.9	114	58.3	126	44.1	95	39.2	85		
HSHLD INC. \$50,000 OR MORE	9.0	9.9	110	19.4	216	27.0	301	9.6	107	6.6	74		
\$40,000 OR MORE	17.2	18.1	105	33.9	197	46.9	272	21.0	122	16.2	94		
\$30,000 OR MORE	32.0	35.6	111	56.1	175	70.4	220	37.3	116	31.6	99		
\$25,000 OR MORE	41.2	45.8	111	70.6	172	82.7	201	48.6	118	45.1	110		
\$20,000 - \$24,999	11.2	10.2	90	9.2	82	5.0	44	14.3	127	13.8	123		
\$15,000 - \$19,999	10.4	11.5	110	6.6	64	4.6	44	9.9	95	11.8	113		
\$10,000 - \$14,999	15.2	18.0	118	8.2	54	4.6	30	15.7	103	16.1	105		
UNDER \$10,000	22.0	14.6	66	5.3	24	3.1	14	11.6	53	13.2	60		
HOUSEHOLD OF 1 PERSON	13.6	6.7	49	6.5	48	9.1	67	7.2	53	9.7	72		
2 PEOPLE	30.6	30.8	101	25.7	84	29.9	98	27.8	91	20.1	66		
3 OR 4 PEOPLE	38.7	40.8	105	49.3	127	50.4	130	43.6	113	52.2	135		
5 OR MORE PEOPLE	17.2	21.7	127	18.5	108	10.7	62	21.4	125	18.0	105		
NO CHILD IN HSHLD	56.3	46.6	83	46.6	83	60.4	107	43.2	77	39.7	70		
CHILD(REN) UNDER 2 YRS	6.8	10.0	147	11.3	165	6.2	91	10.3	150	11.5	168		
2 - 5 YEARS	17.2	25.5	148	22.2	129	15.8	92	24.3	141	24.1	140		
6 - 11 YEARS	18.4	22.2	121	20.9	114	15.0	82	22.0	120	25.3	138		
12 - 17 YEARS	21.7	23.6	109	23.5	108	18.6	86	28.1	129	26.3	121		
RESIDENCE OWNED	69.4	70.0	101	75.9	109	77.3	111	73.5	106	73.4	106		
VALUE: \$50,000 OR MORE	40.0	38.9	97	56.3	141	67.4	169	47.0	117	40.5	101		
VALUE: UNDER \$50,000	29.4	31.1	106	19.7	67	10.0	34	26.5	90	32.9	112		

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
PHOTOGRAPHY (P-15)
(MALES)

	TOTAL U.S. % DOWN	DISC		MOVIE FILM									
		% DOWN	D INDEX	% DOWN	D INDEX								
TOTAL MALES	100.0	100.0	100	100.0	100								
HOUSEHOLD HEADS	83.8	88.0	105	86.3	103								
18 - 24	17.6	15.4	88	14.2	81								
25 - 34	24.4	22.0	90	23.3	96								
35 - 44	17.9	23.9	134	28.7	160								
45 - 54	13.7	17.6	128	22.2	161								
55 - 64	13.1	12.3	94	8.1	61								
65 OR OLDER	13.3	8.7	65	3.6	27								
18 - 34	42.0	37.4	89	37.5	89								
18 - 49	66.7	71.5	107	83.0	124								
25 - 54	56.0	63.6	114	74.2	132								
35 - 49	24.8	34.1	138	45.5	184								
50 OR OLDER	33.3	28.5	86	17.0	51								
GRADUATED COLLEGE	20.2	23.0	114	27.6	137								
ATTENDED COLLEGE	17.2	17.9	104	24.1	140								
GRADUATED HIGH SCHOOL	36.1	36.8	102	32.4	90								
DID NOT GRADUATE HIGH SCHOOL	26.6	22.3	84	15.9	60								
EMPLOYED FULL-TIME	66.0	74.1	112	74.7	113								
EMPLOYED PART-TIME	5.2	3.6	70	3.1	60								
NOT EMPLOYED	28.8	22.3	78	22.2	77								
PROFESSIONAL/MANAGER	19.0	22.6	119	28.7	151								
TECH/CLERICAL/SALES	14.2	13.7	97	14.0	99								
PRECISION/CRAFT	14.6	17.6	120	12.5	85								
OTHER EMPLOYED	23.4	23.7	101	22.6	96								
SINGLE	24.7	16.7	68	17.3	70								
MARRIED	65.5	76.1	116	73.9	113								
DIVORCED/SEPARATED/WIDOWED	9.8	7.2	73	8.8	89								
PARENTS	32.0	45.0	140	51.6	161								
WHITE	87.9	92.8	106	90.0	102								
BLACK	10.0	5.1	51	8.4	84								
OTHER	2.1	2.1	97	1.6	73								
NORTHEAST-CENSUS	21.7	35.1	162	26.5	122								
NORTH CENTRAL	25.8	20.2	78	30.1	117								
SOUTH	33.7	24.9	74	25.2	75								
WEST	18.8	19.8	105	18.2	97								
NORTHEAST-MKTG.	22.7	32.9	145	26.9	119								
EAST CENTRAL	14.8	16.3	110	19.2	130								
WEST CENTRAL	17.1	13.2	77	17.7	104								
SOUTH	29.2	21.5	74	21.8	75								
PACIFIC	16.2	16.1	99	14.3	88								
COUNTY SIZE A	41.1	38.6	94	38.1	93								
COUNTY SIZE B	30.0	31.1	104	37.0	123								
COUNTY SIZE C	16.0	21.3	133	13.2	83								
COUNTY SIZE D	12.9	9.0	70	11.7	91								
METRO CENTRAL CITY	29.3	31.7	108	29.5	101								
METRO SUBURBAN	46.6	45.8	98	45.9	99								
NON METRO	24.2	22.5	93	24.6	102								
TOP 5 ADI'S	23.6	26.7	113	20.9	89								
TOP 10 ADI'S	33.0	32.5	98	35.8	109								
TOP 20 ADI'S	46.2	44.1	95	48.0	104								
HSOLD INC. \$50,000 OR MORE	11.8	16.5	140	14.7	125								
\$40,000 OR MORE	22.7	30.2	133	35.8	158								
\$30,000 OR MORE	39.6	51.4	130	55.4	140								
\$25,000 OR MORE	50.3	63.3	126	66.7	133								
\$20,000 - \$24,999	10.9	11.2	102	9.5	87								
\$15,000 - \$19,999	10.0	9.5	94	11.0	110								
\$10,000 - \$14,999	14.0	8.5	61	5.1	37								
UNDER \$10,000	14.7	7.5	51	7.6	52								
HOUSEHOLD OF 1 PERSON	9.4	4.3	45	8.8	94								
2 PEOPLE	31.2	26.1	84	18.9	60								
3 OR 4 PEOPLE	41.2	43.2	105	40.9	99								
5 OR MORE PEOPLE	18.1	26.4	145	31.4	173								
NO CHILD IN HSOLD	59.0	46.7	79	38.0	64								
CHILD(REN) UNDER 2 YRS	6.1	7.4	122	5.2	87								
2 - 5 YEARS	14.0	15.4	110	20.0	143								
6 - 11 YEARS	17.9	20.0	112	35.6	199								
12 - 17 YEARS	22.0	32.1	146	34.0	155								
RESIDENCE OWNED	71.2	73.3	103	73.1	103								
VALUE: \$50,000 OR MORE	43.9	43.2	98	49.3	112								
VALUE: UNDER \$50,000	27.2	30.0	110	23.8	87								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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RELATIVE VOLUME OF CONSUMPTION
PHOTOGRAPHY (P-15)
(FEMALES)

	TOTAL U.S. % DOWN	DISC		MOVIE FILM											
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0			100.0	100										
FEMALE HOMEOWNERS	91.5			91.1	100										
EMPLOYED MOTHERS	21.1			33.1	156										
18 - 24	16.6			9.1	55										
25 - 34	22.8			37.6	165										
35 - 44	16.7			25.9	155										
45 - 54	12.9			15.4	119										
55 - 64	13.4			7.3	55										
65 OR OLDER	17.5			4.6	27										
18 - 34	39.5			46.7	118										
18 - 49	62.3			81.0	130										
25 - 54	52.5			79.0	150										
35 - 49	22.9			34.3	150										
50 OR OLDER	37.7			19.0	51										
GRADUATED COLLEGE	13.7			17.8	130										
ATTENDED COLLEGE	17.3			30.6	177										
GRADUATED HIGH SCHOOL	41.7			41.3	99										
DID NOT GRADUATE HIGH SCHOOL	27.3			10.3	38										
EMPLOYED FULL-TIME	40.1			29.7	74										
EMPLOYED PART-TIME	9.6			14.6	152										
NOT EMPLOYED	50.3			55.7	111										
PROFESSIONAL/MANAGER	12.2			15.1	124										
TECH/CLERICAL/SALES	22.2			14.9	67										
PRECISION/CRAFT	1.2			2.5	215										
OTHER EMPLOYED	14.1			11.8	84										
SINGLE	18.1			9.5	53										
MARRIED	58.4			78.6	135										
DIVORCED/SEPARATED/WIDOWED	23.5			11.8	50										
PARENTS	38.3			70.5	184										
WHITE	86.4			92.7	107										
BLACK	11.4			5.8	51										
OTHER	2.2			1.5	68										
NORTHEAST-CENSUS	22.4			19.3	86										
NORTH CENTRAL	25.1			35.2	140										
SOUTH	34.0			29.2	86										
WEST	18.5			16.2	87										
NORTHEAST-MKTG.	22.8			17.3	76										
EAST CENTRAL	14.8			15.2	103										
WEST CENTRAL	16.9			29.9	176										
SOUTH	29.1			25.1	86										
PACIFIC	16.4			12.6	77										
COUNTY SIZE A	41.5			40.3	97										
COUNTY SIZE B	30.3			31.4	104										
COUNTY SIZE C	15.4			15.4	100										
COUNTY SIZE D	12.8			12.9	101										
METRO CENTRAL CITY	30.3			24.2	80										
METRO SUBURBAN	45.1			55.3	122										
NON METRO	24.6			20.6	84										
TOP 5 ADI'S	23.6			17.7	75										
TOP 10 ADI'S	32.5			24.9	77										
TOP 20 ADI'S	46.2			50.1	108										
HSOLD INC. \$50,000 OR MORE	9.0			19.4	217										
\$40,000 OR MORE	17.2			30.3	176										
\$30,000 OR MORE	32.0			49.1	153										
\$25,000 OR MORE	41.2			68.3	166										
\$20,000 - \$24,999	11.2			10.7	95										
\$15,000 - \$19,999	10.4			6.8	66										
\$10,000 - \$14,999	15.2			8.2	54										
UNDER \$10,000	22.0			6.0	28										
HOUSEHOLD OF 1 PERSON	13.6			1.9	14										
2 PEOPLE	30.6			10.4	34										
3 OR 4 PEOPLE	38.7			61.4	159										
5 OR MORE PEOPLE	17.2			26.4	154										
NO CHILD IN HSHLD	56.3			26.3	47										
CHILD(REN) UNDER 2 YRS	6.8			17.5	256										
2 - 5 YEARS	17.2			36.3	211										
6 - 11 YEARS	18.4			35.8	195										
12 - 17 YEARS	21.7			24.1	111										
RESIDENCE OWNED	69.4			79.4	114										
VALUE: \$50,000 OR MORE	40.0			48.1	120										
VALUE: UNDER \$50,000	29.4			31.3	107										

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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RELATIVE VOLUME OF CONSUMPTION
DISTILLED SPIRITS & MIXES (P-16)
(MALES)

	TOTAL U.S. % DOWN	BRANDY & COGNAC		CORDIALS & LIQUEURS		GIN		RUM		TEQUILA		VODKA	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL MALES	100.0												
HOUSEHOLD HEADS	83.8	86.1	100	86.8	104	82.2	98	72.9	87	74.4	89	78.2	93
18 - 24	17.6	13.4	76	12.9	74	18.2	103	30.5	174	31.2	177	22.2	126
25 - 34	24.4	22.9	94	31.7	130	23.4	96	28.9	119	31.0	127	24.6	101
35 - 44	17.9	19.0	106	16.8	94	17.7	99	18.3	102	16.2	90	15.9	89
45 - 54	13.7	19.1	139	15.9	115	15.3	111	10.4	75	8.3	60	14.5	106
55 - 64	13.1	13.0	99	12.6	96	15.9	121	4.6	35	7.2	55	13.2	101
65 OR OLDER	13.3	12.6	95	10.1	76	9.6	73	7.3	55	6.1	46	9.5	72
18 - 34	42.0	36.3	86	44.6	106	41.6	99	59.5	142	62.2	148	46.8	111
18 - 49	66.7	64.4	96	70.9	106	66.9	100	84.4	126	82.6	124	71.4	107
25 - 54	56.0	61.1	109	64.4	115	56.3	100	57.6	103	55.5	99	55.0	98
35 - 49	24.8	28.1	113	26.3	106	25.4	102	24.9	101	20.3	82	24.5	99
50 OR OLDER	33.3	35.6	107	29.1	87	33.1	99	15.6	47	17.4	52	28.6	86
GRADUATED COLLEGE	20.2	25.4	126	26.1	129	28.4	141	17.0	84	15.9	79	24.4	121
ATTENDED COLLEGE	17.2	12.6	74	16.6	97	19.0	110	26.1	152	20.3	118	19.8	115
GRADUATED HIGH SCHOOL	36.1	37.9	105	33.7	93	32.2	89	33.2	92	31.6	88	39.1	108
DID NOT GRADUATE HIGH SCHOOL	26.6	24.0	90	23.6	89	20.3	77	23.6	89	32.2	121	16.7	63
EMPLOYED FULL-TIME	66.0	68.4	104	73.4	111	65.3	99	66.3	100	64.4	98	62.9	95
EMPLOYED PART-TIME	5.2	5.3	102	6.2	120	10.2	196	11.7	225	12.0	230	12.2	235
NOT EMPLOYED	28.8	26.3	91	20.3	71	24.5	85	22.1	77	23.6	82	24.9	86
PROFESSIONAL/MANAGER	19.0	22.4	118	23.0	122	22.8	120	16.5	87	14.2	75	21.7	114
TECH/CLERICAL/SALES	14.2	13.2	93	16.3	115	18.4	129	15.1	106	18.6	131	16.6	117
PRECISION/CRAFT	14.6	13.9	95	16.3	111	14.6	100	17.6	120	20.4	139	16.8	115
OTHER EMPLOYED	23.4	24.2	103	24.0	103	19.7	84	28.7	123	23.1	99	20.1	86
SINGLE	24.7	25.6	104	26.0	105	29.4	119	42.3	172	43.1	175	32.8	133
MARRIED	65.5	63.7	97	64.4	98	59.4	91	48.6	74	47.7	73	53.0	81
DIVORCED/SEPARATED/WIDOWED	9.8	10.7	108	9.6	97	11.2	114	9.1	93	9.2	93	14.2	144
PARENTS	32.0	30.4	95	33.0	103	25.7	80	30.9	97	25.7	80	23.6	74
WHITE	87.9	79.1	90	89.7	102	82.2	93	81.3	92	82.2	94	88.9	101
BLACK	10.0	17.3	174	9.1	91	15.9	159	16.1	162	11.1	112	10.1	102
OTHER	2.1	3.6	166	1.2	55	2.0	91	2.6	121	6.7	311	1.0	46
NORTHEAST-CENSUS	21.7	21.4	99	33.1	153	26.7	123	25.0	115	13.8	63	27.2	125
NORTH CENTRAL	25.8	29.8	116	24.9	96	19.8	77	22.3	86	19.6	76	22.0	85
SOUTH	33.7	25.8	77	25.1	74	28.0	83	29.9	89	37.5	111	28.9	86
WEST	18.8	23.0	122	16.9	90	25.5	136	22.9	122	29.2	155	21.9	117
NORTHEAST-MKTG.	22.7	23.7	104	36.2	160	26.8	118	26.2	115	15.9	70	29.4	130
EAST CENTRAL	14.8	9.2	62	11.4	77	11.0	74	11.0	74	8.2	55	11.9	80
WEST CENTRAL	17.1	25.3	148	18.6	109	15.9	93	16.0	94	16.6	97	15.5	91
SOUTH	29.2	20.5	70	18.5	63	23.4	80	26.3	90	32.1	110	23.2	79
PACIFIC	16.2	21.3	131	15.3	94	22.9	141	20.6	127	27.3	168	20.0	123
COUNTY SIZE A	41.1	52.3	127	49.0	119	57.4	140	51.2	124	50.7	123	50.4	123
COUNTY SIZE B	30.0	21.9	73	28.7	95	24.6	82	27.5	92	24.7	82	27.9	93
COUNTY SIZE C	16.0	15.2	95	11.9	74	9.3	58	12.3	77	14.8	92	13.7	86
COUNTY SIZE D	12.9	10.6	83	10.5	82	8.7	68	9.0	70	9.8	76	8.0	62
METRO CENTRAL CITY	29.3	41.7	142	34.5	118	41.7	142	45.7	156	45.2	155	36.1	123
METRO SUBURBAN	46.6	39.8	86	49.2	106	44.2	95	38.4	83	33.9	73	48.5	104
NON METRO	24.2	18.5	76	16.3	67	14.1	58	15.8	65	20.9	86	15.4	64
TOP 5 ADI'S	23.6	33.9	144	29.5	125	34.9	148	36.0	152	30.7	130	33.0	140
TOP 10 ADI'S	33.0	42.2	128	42.6	129	45.0	136	44.3	134	42.0	127	41.3	125
TOP 20 ADI'S	46.2	55.9	121	52.8	114	58.6	127	57.7	125	52.4	113	54.3	118
HSOLD INC. \$50,000 OR MORE	11.8	14.5	123	13.4	114	12.9	109	9.5	80	7.0	60	15.3	130
\$40,000 OR MORE	22.7	26.6	117	26.4	116	25.5	112	20.1	88	16.1	71	24.5	108
\$30,000 OR MORE	39.6	41.7	105	45.1	114	45.4	115	37.1	94	33.2	84	40.7	103
\$25,000 OR MORE	50.3	53.1	106	57.7	115	56.7	113	47.4	94	42.1	84	53.3	106
\$20,000 - \$24,999	10.9	7.9	72	8.9	81	8.7	79	10.8	99	11.4	104	12.2	111
\$15,000 - \$19,999	10.0	8.4	84	9.8	97	6.5	65	9.8	98	7.7	77	8.4	84
\$10,000 - \$14,999	14.0	16.8	120	13.8	98	15.7	112	15.9	114	14.8	106	16.4	117
UNDER \$10,000	14.7	13.7	93	9.9	67	12.4	84	16.1	110	24.0	163	9.7	66
HOUSEHOLD OF 1 PERSON	9.4	13.2	141	11.7	125	11.7	125	11.8	126	9.3	99	13.7	146
2 PEOPLE	31.2	28.3	91	31.5	101	35.0	112	24.1	77	25.9	83	31.8	102
3 OR 4 PEOPLE	41.2	36.8	89	40.6	99	38.2	93	44.5	108	39.1	95	39.5	96
5 OR MORE PEOPLE	18.1	21.6	119	16.1	89	15.1	83	19.6	108	25.6	141	15.0	83
NO CHILD IN HSOLD	59.0	61.5	104	61.6	104	67.4	114	54.6	93	61.9	105	66.2	112
CHILD(REN) UNDER 2 YRS	6.1	3.5	57	6.5	108	3.5	58	4.5	75	9.7	161	2.6	43
2 - 5 YEARS	14.0	8.5	61	12.7	90	11.6	82	12.5	89	16.7	119	8.9	63
6 - 11 YEARS	17.9	16.3	91	17.0	95	12.1	68	19.4	108	21.9	122	12.4	69
12 - 17 YEARS	22.0	23.8	109	19.5	89	19.1	87	27.2	124	22.8	104	20.9	95
RESIDENCE OWNED	71.2	65.4	92	66.6	94	66.9	94	58.4	82	52.9	74	66.4	93
VALUE: \$50,000 OR MORE	43.9	42.9	98	46.8	107	50.2	114	36.9	84	36.3	83	47.1	107
VALUE: UNDER \$50,000	27.2	22.5	83	19.8	73	16.7	61	21.5	79	16.6	61	19.3	71

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
DISTILLED SPIRITS & MIXES (P-16)
(FEMALES)

	TOTAL U.S. % DOWN	BRANDY & COGNAC		CORDIALS & LIQUEURS		GIN		RUM		TEQUILA		VODKA	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0												
FEMALE HOMEMAKERS	91.5	86.4	94	90.8	99	90.7	99	85.4	93	86.5	95	88.0	96
EMPLOYED MOTHERS	21.1	22.6	107	17.9	85	18.6	88	20.0	95	24.7	117	23.2	110
18 - 24	16.6	20.9	126	17.9	107	24.6	148	29.2	176	27.2	163	24.9	150
25 - 34	22.8	22.2	97	22.9	100	17.1	75	19.8	86	28.4	124	19.7	86
35 - 44	16.7	16.6	100	19.4	116	20.9	125	16.6	99	19.5	117	20.8	125
45 - 54	12.9	12.1	94	11.5	89	10.3	80	9.8	75	6.2	48	12.7	98
55 - 64	13.4	12.7	95	12.9	96	12.2	91	14.0	105	7.4	56	12.0	89
65 OR OLDER	17.5	15.4	88	15.4	88	14.9	85	10.7	61	11.3	65	9.9	57
18 - 34	39.5	43.2	109	40.7	103	41.7	106	49.0	124	55.6	141	44.6	113
18 - 49	62.3	68.3	110	65.8	105	69.2	111	71.4	115	78.9	127	71.4	114
25 - 54	52.5	51.0	97	53.8	103	48.3	92	46.1	88	54.1	103	53.2	101
35 - 49	22.9	25.1	110	25.0	109	27.5	120	22.4	98	23.4	102	26.7	117
50 OR OLDER	37.7	31.7	84	34.2	91	30.8	82	28.6	76	21.1	56	28.6	76
GRADUATED COLLEGE	13.7	13.9	102	16.9	123	15.4	113	10.6	77	14.3	105	18.4	135
ATTENDED COLLEGE	17.3	17.3	100	17.3	100	19.9	115	15.7	91	22.4	129	17.5	101
GRADUATED HIGH SCHOOL	41.7	45.0	108	38.7	93	32.8	79	43.5	104	39.8	95	41.5	99
DID NOT GRADUATE HIGH SCHOOL	27.3	23.8	87	27.1	99	31.9	117	30.1	110	23.5	86	22.6	83
EMPLOYED FULL-TIME	40.1	47.9	119	47.3	118	39.9	100	45.0	112	50.9	127	50.5	126
EMPLOYED PART-TIME	9.6	6.4	66	8.4	87	7.5	78	6.9	72	9.2	96	9.6	100
NOT EMPLOYED	50.3	45.7	91	44.3	88	52.6	105	48.1	96	39.9	79	39.9	79
PROFESSIONAL/MANAGER	12.2	13.7	112	16.3	133	14.8	121	11.2	92	15.2	125	15.7	129
TECH/CLERICAL/SALES	22.2	25.7	116	22.0	99	19.7	89	23.3	105	26.3	118	25.6	115
PRECISION/CRAFT	1.2	1.2	101	0.9	78	0.8	70	1.6	142	2.2	188	1.8	153
OTHER EMPLOYED	14.1	13.7	97	16.4	116	12.0	85	15.8	111	16.4	116	17.0	121
SINGLE	18.1	28.5	157	23.2	128	32.9	182	30.4	168	35.4	196	31.7	175
MARRIED	58.4	46.6	80	50.7	87	45.1	77	43.4	74	42.3	72	45.0	77
DIVORCED/SEPARATED/WIDOWED	23.5	24.9	106	26.1	111	21.9	93	26.1	111	22.3	95	23.3	99
PARENTS	38.3	35.6	93	29.9	78	34.2	89	36.9	96	40.9	107	36.0	94
WHITE	86.4	72.3	84	89.4	103	80.0	93	79.0	91	83.8	97	88.7	103
BLACK	11.4	25.3	223	9.3	82	18.6	163	18.4	162	15.1	133	9.7	85
OTHER	2.2	2.4	107	1.3	58	1.4	61	2.6	116	1.1	50	1.6	70
NORTHEAST-CENSUS	22.4	24.8	111	36.2	162	33.7	151	30.2	135	18.4	82	32.1	144
NORTH CENTRAL	25.1	31.9	127	22.5	90	15.8	63	20.5	82	19.7	79	24.4	97
SOUTH	34.0	28.1	83	19.1	56	30.6	90	30.2	89	26.9	79	21.6	64
WEST	18.5	15.2	82	22.3	120	20.0	108	19.1	103	35.0	189	21.8	118
NORTHEAST-MKTG.	22.8	33.7	148	38.4	169	38.9	171	34.3	150	22.0	96	33.2	146
EAST CENTRAL	14.8	9.4	64	10.1	69	12.2	83	11.9	81	7.5	51	12.6	86
WEST CENTRAL	16.9	25.0	147	16.6	98	8.9	53	12.1	72	15.2	90	16.9	100
SOUTH	29.1	17.9	61	14.4	49	21.8	75	24.7	85	23.4	80	17.6	60
PACIFIC	16.4	14.0	86	20.4	125	18.2	111	17.1	104	32.0	195	19.6	120
COUNTY SIZE A	41.5	59.8	144	55.9	135	55.9	135	53.6	129	59.6	144	53.0	128
COUNTY SIZE B	30.3	21.9	72	24.8	82	23.3	77	25.2	83	25.2	83	25.4	84
COUNTY SIZE C	15.4	6.8	44	10.8	71	11.8	77	15.0	97	8.7	56	13.6	89
COUNTY SIZE D	12.8	11.6	90	8.5	66	9.0	70	6.2	49	6.5	51	8.0	63
METRO CENTRAL CITY	30.3	41.5	137	34.9	115	39.3	129	42.5	140	48.9	161	36.2	119
METRO SUBURBAN	45.1	39.8	88	47.9	106	40.8	90	40.8	90	36.3	80	45.9	102
NON METRO	24.6	18.7	76	17.1	70	19.9	81	16.7	68	14.9	61	17.9	73
TOP 5 ADI'S	23.6	35.4	150	37.1	157	35.6	151	34.3	146	39.5	168	34.4	146
TOP 10 ADI'S	32.5	46.7	144	48.1	148	50.2	155	45.0	139	47.6	147	45.7	141
TOP 20 ADI'S	46.2	59.6	129	62.3	135	61.6	133	57.5	124	59.4	128	59.6	129
HSHLD INC. \$50,000 OR MORE	9.0	10.0	112	12.2	136	11.8	131	9.6	108	10.6	119	13.8	153
\$40,000 OR MORE	17.2	22.2	129	25.6	149	20.3	118	18.6	108	21.1	123	26.9	156
\$30,000 OR MORE	32.0	36.9	115	42.5	133	32.7	102	30.9	96	35.9	112	39.0	122
\$25,000 OR MORE	41.2	44.7	109	52.3	127	40.6	99	38.7	94	43.5	106	47.7	116
\$20,000 - \$24,999	11.2	7.8	70	8.2	73	19.5	174	8.6	76	12.2	109	14.1	126
\$15,000 - \$19,999	10.4	10.1	97	11.9	114	11.7	112	11.6	111	16.2	155	10.0	96
\$10,000 - \$14,999	15.2	16.4	107	11.8	77	9.9	65	14.8	97	8.6	57	11.3	74
UNDER \$10,000	22.0	21.1	96	15.8	72	18.3	83	26.3	120	19.5	89	16.9	77
HOUSEHOLD OF 1 PERSON	13.6	14.4	107	16.3	120	14.0	103	11.5	85	12.8	94	16.2	119
2 PEOPLE	30.6	31.3	102	37.4	122	33.8	110	28.6	94	27.4	90	27.5	90
3 OR 4 PEOPLE	38.7	36.6	94	29.2	75	36.1	93	37.9	98	39.4	102	41.1	106
5 OR MORE PEOPLE	17.2	17.6	103	17.1	99	16.1	94	22.0	128	20.5	119	15.2	89
NO CHILD IN HSHLD	56.3	56.3	100	64.0	114	61.2	109	52.7	93	48.7	87	59.4	105
CHILD(REN) UNDER 2 YRS	6.8	4.7	69	4.2	61	6.3	92	6.0	87	8.4	123	4.0	58
2 - 5 YEARS	17.2	14.0	81	11.8	68	16.4	95	20.4	118	19.8	115	14.5	84
6 - 11 YEARS	18.4	17.8	97	14.4	78	14.8	80	18.7	102	21.6	117	14.5	79
12 - 17 YEARS	21.7	25.5	118	19.7	91	21.2	98	23.8	110	24.9	115	22.7	105
RESIDENCE OWNED	69.4	60.8	88	64.1	92	63.5	91	53.0	76	50.9	73	62.0	89
VALUE: \$50,000 OR MORE	40.0	43.8	109	45.6	114	44.2	111	30.1	75	37.0	93	45.5	114
VALUE: UNDER \$50,000	29.4	17.0	58	18.5	63	19.2	65	23.0	78	13.9	47	16.5	56

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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RELATIVE VOLUME OF CONSUMPTION
DISTILLED SPIRITS & MIXES (P-16)
(MALES)

	TOTAL U.S. % DOWN	BLENDED OR RYE WHISKEY		BOURBON WHISKEY		CANADIAN WHISKEY		SCOTCH WHISKY		PREPARED COCKTAIL MIXES WITH LIQUOR		PREPARED COCKTAIL MIXES WITHOUT LIQUOR	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL MALES	100.0												
HOUSEHOLD HEADS	83.8	100.0	100	88.3	105	82.8	99	90.5	108	75.0	89	80.2	96
18 - 24	17.6	14.1	80	16.4	93	18.1	103	10.6	60	30.5	173	22.2	126
25 - 34	24.4	18.8	77	20.5	84	24.5	100	22.9	94	23.4	96	23.2	95
35 - 44	17.9	13.7	77	18.3	102	18.5	103	18.3	102	18.1	101	19.4	108
45 - 54	13.7	18.1	132	12.7	92	13.4	98	17.7	129	11.4	83	15.0	109
55 - 64	13.1	17.0	130	13.2	101	13.2	101	19.7	150	5.4	41	9.2	71
65 OR OLDER	13.3	18.3	138	19.0	143	12.3	93	10.9	82	11.3	85	10.9	82
18 - 34	42.0	32.9	78	36.9	88	42.6	101	33.5	80	53.8	128	45.4	108
18 - 49	66.7	58.2	87	62.5	94	68.2	102	61.4	92	77.8	117	71.3	107
25 - 54	56.0	50.6	90	51.4	92	56.5	101	58.9	105	52.9	94	57.6	103
35 - 49	24.8	25.3	102	25.6	103	25.6	103	27.9	113	24.0	97	25.9	105
50 OR OLDER	33.3	41.8	126	37.5	113	31.8	96	38.6	116	22.2	67	28.7	86
GRADUATED COLLEGE	20.2	17.2	85	20.7	103	19.2	95	31.8	158	16.8	83	21.4	106
ATTENDED COLLEGE	17.2	15.0	87	16.1	94	16.1	94	15.9	92	14.1	82	19.4	113
GRADUATED HIGH SCHOOL	36.1	37.3	103	39.8	110	36.5	101	30.4	84	39.5	110	30.4	84
DID NOT GRADUATE HIGH SCHOOL	26.6	30.5	115	23.3	88	28.2	106	21.9	82	29.6	111	28.8	108
EMPLOYED FULL-TIME	66.0	62.4	95	64.3	97	65.0	98	71.1	108	60.8	92	69.7	106
EMPLOYED PART-TIME	5.2	4.8	92	5.3	102	7.2	140	5.3	101	9.2	178	5.6	107
NOT EMPLOYED	28.8	32.8	114	30.4	106	27.8	96	23.7	82	30.0	104	24.7	86
PROFESSIONAL/MANAGER	19.0	14.7	78	20.2	106	20.7	109	28.3	149	18.1	95	15.6	82
TECH/CLERICAL/SALES	14.2	11.5	81	10.6	75	10.9	77	16.3	115	10.8	76	18.8	132
PRECISION/CRAFT	14.6	14.1	96	16.2	110	16.7	114	14.2	97	14.1	96	12.6	86
OTHER EMPLOYED	23.4	26.9	115	22.7	97	23.9	102	17.5	75	27.0	115	28.2	121
SINGLE	24.7	22.8	92	21.0	85	24.2	98	22.2	90	37.2	151	29.2	118
MARRIED	65.5	65.3	100	64.3	98	61.5	94	66.1	101	49.7	76	59.7	91
DIVORCED/SEPARATED/WIDOWED	9.8	11.9	121	14.7	149	14.3	145	11.7	119	13.1	133	11.2	113
PARENTS	32.0	23.9	75	26.6	83	27.9	87	30.3	95	28.5	89	33.4	104
WHITE	87.9	89.1	101	89.9	102	88.3	100	85.0	97	77.7	88	81.3	93
BLACK	10.0	8.3	83	7.8	79	10.9	109	12.7	128	17.8	178	15.2	152
OTHER	2.1	2.6	121	2.3	106	0.8	38	2.2	103	4.5	211	3.5	163
NORTHEAST-CENSUS	21.7	38.2	176	14.1	65	27.9	128	30.8	142	20.9	96	27.2	126
NORTH CENTRAL	25.8	25.7	100	22.3	86	29.3	114	17.7	69	28.0	108	18.7	72
SOUTH	33.7	23.4	69	45.2	134	27.6	82	34.8	103	30.4	90	35.0	104
WEST	18.8	12.8	68	18.4	98	15.2	81	16.6	88	20.7	110	19.1	102
NORTHEAST-MKTG.	22.7	39.5	174	13.9	61	27.2	120	33.4	147	22.0	97	28.4	125
EAST CENTRAL	14.8	16.3	110	13.6	92	17.6	119	11.7	79	11.6	79	11.6	79
WEST CENTRAL	17.1	14.8	87	16.1	94	18.0	106	12.4	73	22.4	131	11.9	70
SOUTH	29.2	17.7	61	40.9	140	24.6	84	28.0	96	25.4	87	30.9	106
PACIFIC	16.2	11.7	72	15.5	95	12.5	77	14.5	89	18.6	114	17.1	105
COUNTY SIZE A	41.1	47.1	114	34.0	83	41.4	101	54.7	133	46.6	113	48.1	117
COUNTY SIZE B	30.0	26.6	89	32.9	110	29.1	97	24.8	83	28.3	94	28.8	96
COUNTY SIZE C	16.0	11.6	72	21.3	133	16.8	105	10.7	67	13.1	82	12.1	76
COUNTY SIZE D	12.9	14.8	115	11.8	92	12.7	99	9.8	76	12.0	94	10.9	85
METRO CENTRAL CITY	29.3	33.0	113	32.4	111	30.4	104	36.2	124	42.7	146	47.1	161
METRO SUBURBAN	46.6	45.7	98	38.3	82	46.2	99	46.3	99	36.5	78	36.6	79
NON METRO	24.2	21.3	88	29.3	121	23.4	97	17.6	73	20.8	86	16.3	68
TOP 5 ADI'S	23.6	30.4	129	16.7	71	23.8	101	29.3	124	31.4	133	32.6	138
TOP 10 ADI'S	33.0	41.0	124	24.5	74	33.9	103	42.0	127	38.3	116	39.7	120
TOP 20 ADI'S	46.2	51.1	111	36.7	79	45.9	99	58.5	127	50.4	109	48.4	105
HSMLD INC. \$50,000 OR MORE	11.8	9.5	80	12.7	108	12.5	106	15.2	129	9.0	76	9.5	80
\$40,000 OR MORE	22.7	18.9	83	23.7	104	18.3	81	29.8	131	18.6	82	18.8	83
\$30,000 OR MORE	39.6	38.7	98	37.5	95	34.3	87	49.2	124	31.5	80	37.1	94
\$25,000 OR MORE	50.3	51.7	103	48.3	96	45.0	90	58.8	117	39.5	79	43.7	87
\$20,000 - \$24,999	10.9	12.9	118	10.0	91	16.3	149	8.2	75	12.8	117	16.6	152
\$15,000 - \$19,999	10.0	9.6	96	9.2	92	10.5	105	7.0	69	13.6	135	10.5	104
\$10,000 - \$14,999	14.0	15.7	112	18.9	135	17.8	127	15.2	108	13.6	97	17.4	124
UNDER \$10,000	14.7	10.1	69	13.6	92	10.4	70	10.9	74	20.5	139	11.9	81
HOUSEHOLD OF 1 PERSON	9.4	13.8	147	12.3	131	9.5	101	12.6	134	10.9	116	10.9	115
2 PEOPLE	31.2	30.4	97	40.2	129	30.9	99	38.1	122	27.5	88	28.9	92
3 OR 4 PEOPLE	41.2	43.1	105	33.6	81	44.3	107	38.3	93	39.1	95	38.1	92
5 OR MORE PEOPLE	18.1	12.7	70	13.9	77	15.3	84	11.0	61	22.5	124	22.2	123
NO CHILD IN HSHLD	59.0	71.1	121	65.6	111	62.7	106	65.3	111	58.7	100	57.6	98
CHILD(REN) UNDER 2 YRS	6.1	3.6	60	3.6	59	5.5	90	4.7	78	10.1	167	2.7	45
2 - 5 YEARS	14.0	8.8	63	9.1	65	11.6	83	9.5	68	17.7	126	12.4	89
6 - 11 YEARS	17.9	15.1	84	13.9	78	14.2	79	13.5	76	19.7	110	21.5	120
12 - 17 YEARS	22.0	14.7	67	20.1	91	20.7	94	19.5	89	24.1	110	25.2	115
RESIDENCE OWNED	71.2	66.2	93	70.4	99	65.6	92	68.8	97	51.6	73	62.4	88
VALUE: \$50,000 OR MORE	43.9	43.2	98	40.7	93	40.3	92	51.5	117	30.5	69	36.5	83
VALUE: UNDER \$50,000	27.2	23.0	84	29.6	109	25.3	93	17.3	63	21.2	78	25.8	95

**RELATIVE VOLUME OF CONSUMPTION
DISTILLED SPIRITS & MIXES (P-16)
(FEMALES)**

	TOTAL U.S. % DOWN	BLENDED OR RYE WHISKY		BOURBON WHISKY		CANADIAN WHISKY		SCOTCH WHISKY		PREPARED COCKTAIL MIXES WITH LIQUOR		PREPARED COCKTAIL MIXES WITHOUT LIQUOR	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
FEMALE HOMEMAkers	91.5	90.8	99	92.6	101	93.8	102	94.6	103	85.4	93	93.5	102
EMPLOYED MOTHERS	21.1	19.0	90	12.6	59	20.7	98	15.4	73	20.0	95	25.6	121
18 - 24	16.6	16.4	98	16.5	99	17.1	103	15.5	93	27.5	165	19.7	118
25 - 34	22.8	14.7	64	17.2	75	19.7	86	12.9	56	22.4	98	24.6	108
35 - 44	16.7	15.3	92	15.5	93	18.7	112	18.9	113	15.1	90	21.3	127
45 - 54	12.9	7.4	57	14.1	109	14.5	112	13.2	102	11.0	85	13.5	104
55 - 64	13.4	16.8	126	18.1	135	14.3	107	12.3	92	11.4	85	8.8	65
65 OR OLDER	17.5	29.4	168	18.6	106	15.7	90	27.3	156	12.6	72	12.3	70
18 - 34	39.5	31.1	79	33.7	85	36.8	93	28.4	72	49.9	126	44.2	112
18 - 49	62.3	49.8	80	54.3	87	61.3	98	55.8	90	71.7	115	74.1	119
25 - 54	52.5	37.4	71	46.8	89	52.9	101	45.0	86	48.6	93	59.3	113
35 - 49	22.9	18.7	82	20.5	90	24.4	107	27.5	120	21.8	95	29.8	131
50 OR OLDER	37.7	50.2	133	45.7	121	38.7	103	44.2	117	28.3	75	25.9	69
GRADUATED COLLEGE	13.7	11.8	86	11.4	83	12.4	91	11.5	84	11.9	87	15.5	113
ATTENDED COLLEGE	17.3	7.2	42	17.2	99	16.1	93	19.6	113	17.7	102	22.7	131
GRADUATED HIGH SCHOOL	41.7	45.7	110	46.5	111	47.0	113	38.5	92	40.9	98	36.7	88
DID NOT GRADUATE HIGH SCHOOL	27.3	35.3	129	25.0	92	24.4	90	30.4	112	29.6	108	25.1	92
EMPLOYED FULL-TIME	40.1	34.6	86	39.8	99	45.9	115	35.0	87	43.1	107	47.2	118
EMPLOYED PART-TIME	9.6	4.1	43	3.6	38	5.5	58	5.0	52	8.5	88	11.5	120
NOT EMPLOYED	50.3	61.2	122	56.5	112	48.5	96	60.0	119	48.5	96	41.3	82
PROFESSIONAL/MANAGER	12.2	11.9	98	8.0	65	12.2	100	11.6	95	11.1	91	17.3	142
TECH/CLERICAL/SALES	22.2	17.9	81	19.0	86	23.7	107	18.3	83	22.6	102	27.4	123
PRECISION/CRAFT	1.2	0.4	31	1.6	138	0.4	31	0.3	29	0.8	73	1.1	93
OTHER EMPLOYED	14.1	8.6	61	14.9	105	15.2	108	9.8	69	17.1	121	12.9	91
SINGLE	18.1	19.5	108	16.3	90	19.2	106	21.2	117	31.1	172	24.2	134
MARRIED	58.4	46.6	80	54.9	94	59.4	102	41.3	71	45.1	77	51.2	88
DIVORCED/SEPARATED/WIDOWED	23.5	33.9	144	28.8	123	21.4	91	37.5	160	23.7	101	24.6	105
PARENTS	38.3	31.7	83	25.9	67	35.1	92	29.3	76	35.4	92	40.1	105
WHITE	86.4	82.5	95	85.7	99	84.5	98	81.2	94	76.7	89	78.2	90
BLACK	11.4	15.4	135	13.9	122	14.3	125	17.3	152	18.6	163	18.3	161
OTHER	2.2	2.1	94	0.4	16	1.3	57	1.5	69	4.7	212	3.5	159
NORTHEAST-CENSUS	22.4	37.5	167	16.1	72	26.6	119	39.3	176	30.6	137	25.4	113
NORTH CENTRAL	25.1	23.8	95	18.9	75	29.5	118	13.4	53	23.3	93	19.5	78
SOUTH	34.0	19.8	58	38.1	112	23.3	69	32.8	96	25.9	76	25.9	76
WEST	18.5	19.0	102	27.0	145	20.6	111	14.5	78	20.2	109	29.3	158
NORTHEAST-MKTG.	22.8	32.2	141	15.2	67	25.7	113	42.9	188	31.9	140	26.8	117
EAST CENTRAL	14.8	20.7	140	11.8	80	12.4	84	6.3	43	15.6	106	8.0	54
WEST CENTRAL	16.9	11.6	68	15.5	92	22.4	132	10.5	62	13.3	78	15.8	93
SOUTH	29.1	18.0	62	33.1	114	21.6	74	27.7	95	21.2	73	22.0	76
PACIFIC	16.4	17.5	107	24.3	149	17.9	110	12.7	78	18.0	110	27.5	168
COUNTY SIZE A	41.5	53.8	130	46.7	113	48.1	116	60.8	146	54.7	132	56.9	137
COUNTY SIZE B	30.3	28.3	93	33.5	110	32.7	108	26.7	88	26.8	88	26.3	87
COUNTY SIZE C	15.4	14.7	96	10.9	71	12.0	78	6.7	44	11.2	73	12.1	79
COUNTY SIZE D	12.8	3.3	25	9.0	70	7.1	55	5.8	45	7.3	57	4.7	37
METRO CENTRAL CITY	30.3	56.3	186	39.9	131	39.2	129	38.1	126	41.8	138	44.8	148
METRO SUBURBAN	45.1	30.5	68	43.4	96	46.4	103	49.9	111	44.9	100	42.4	94
NON METRO	24.6	13.2	54	16.7	68	14.4	59	12.0	49	13.3	54	12.8	52
TOP 5 ADI'S	23.6	38.1	162	27.9	118	32.2	137	42.1	178	37.7	160	39.8	169
TOP 10 ADI'S	32.5	43.3	133	35.0	108	38.8	120	54.5	168	46.8	144	45.4	140
TOP 20 ADI'S	46.2	57.0	123	51.2	111	55.0	119	65.8	142	58.7	127	60.4	131
HSHLD INC. \$50,000 OR MORE	9.0	3.1	34	4.1	45	7.4	82	13.9	156	9.6	107	11.7	131
\$40,000 OR MORE	17.2	10.1	59	11.6	68	15.7	91	23.3	135	18.3	106	19.0	110
\$30,000 OR MORE	32.0	23.7	74	24.5	77	28.9	90	31.1	97	32.1	100	32.8	102
\$25,000 OR MORE	41.2	32.5	79	31.3	76	36.8	89	38.3	93	40.1	97	40.2	98
\$20,000 - \$24,999	11.2	10.5	93	14.0	124	14.0	125	16.4	146	12.3	109	12.2	108
\$15,000 - \$19,999	10.4	14.1	136	13.9	134	13.7	132	19.0	183	9.1	88	15.6	150
\$10,000 - \$14,999	15.2	16.5	108	21.5	141	16.6	109	8.5	56	14.2	93	8.9	58
UNDER \$10,000	22.0	26.4	120	19.3	88	18.8	86	17.8	81	24.4	111	23.1	105
HOUSEHOLD OF 1 PERSON	13.6	15.5	115	14.0	103	13.7	101	21.7	160	11.2	83	14.5	107
2 PEOPLE	30.6	38.4	125	46.1	151	40.7	133	35.1	115	32.4	106	34.8	114
3 OR 4 PEOPLE	38.7	31.7	82	29.6	76	31.2	81	31.4	81	37.3	96	37.5	97
5 OR MORE PEOPLE	17.2	14.4	84	10.3	60	14.3	84	11.7	68	19.1	112	13.2	77
NO CHILD IN HSHLD	56.3	61.8	110	67.8	120	59.9	106	67.8	120	57.8	103	57.2	102
CHILD(REN) UNDER 2 YRS	6.8	5.8	85	3.9	57	6.8	100	5.7	83	3.4	50	5.1	75
2 - 5 YEARS	17.2	15.8	92	11.7	68	16.5	96	13.3	77	20.0	116	20.4	118
6 - 11 YEARS	18.4	18.8	102	12.9	70	18.3	100	11.1	60	19.5	106	21.8	118
12 - 17 YEARS	21.7	15.9	73	15.6	72	18.9	87	18.1	84	21.9	101	19.8	92
RESIDENCE OWNED	69.4	59.8	86	61.9	89	59.3	85	59.5	86	52.3	75	52.0	75
VALUE: \$50,000 OR MORE	40.0	28.2	70	38.1	95	36.7	92	43.0	108	34.2	86	33.5	84
VALUE: UNDER \$50,000	29.4	31.6	107	23.8	81	22.6	77	16.5	56	18.2	62	18.4	63

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
 **NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
MALT BEVERAGES & MINES (P-17)
(MALES)

	TOTAL U.S. % DOWN	ALE		DOMESTIC BEER, LIGHT/LOW CAL.		DOMESTIC BEER, REGULAR		DRAFT BEER		IMPORTED BEER		MALT LIQUOR	
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL MALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
HOUSEHOLD HEADS	83.8	76.6	91	81.5	97	79.7	95	72.0	86	72.6	87	69.4	83
18 - 24	17.6	27.5	156	20.4	116	24.3	138	31.8	181	28.3	161	33.0	187
25 - 34	24.4	29.9	123	28.4	117	31.4	129	27.6	113	33.6	138	26.5	109
35 - 44	17.9	18.8	105	20.5	114	18.0	100	15.7	88	15.8	88	14.5	81
45 - 54	13.7	9.7	71	13.0	94	11.0	80	11.1	81	9.3	68	8.0	58
55 - 64	13.1	4.0	31	10.9	83	9.3	71	7.4	56	8.3	63	10.1	77
65 OR OLDER	13.3	10.0	75	6.8	51	6.0	46	6.5	49	4.7	36	7.8	59
18 - 34	42.0	57.4	137	48.9	116	55.7	133	59.4	142	61.8	147	59.5	142
18 - 49	66.7	83.1	124	75.2	113	79.0	118	80.2	120	82.3	123	78.4	118
25 - 54	56.0	58.5	104	61.9	110	60.4	108	54.3	97	58.7	105	49.1	88
35 - 49	24.8	25.6	104	26.3	106	23.4	94	20.8	84	20.5	83	18.9	76
50 OR OLDER	33.9	16.9	51	24.8	75	21.0	63	19.8	59	17.7	53	21.6	65
GRADUATED COLLEGE	20.2	19.5	97	20.9	103	16.5	82	16.8	84	24.0	119	5.9	29
ATTENDED COLLEGE	17.2	24.3	141	19.9	116	19.2	112	21.9	128	24.3	141	18.2	106
GRADUATED HIGH SCHOOL	36.1	34.4	95	35.8	99	39.7	110	39.0	108	30.6	85	37.7	105
DID NOT GRADUATE HIGH SCHOOL	26.6	21.9	82	23.4	88	24.6	93	22.3	84	21.1	79	38.2	144
EMPLOYED FULL-TIME	66.0	63.6	96	73.2	111	70.5	107	64.4	98	70.1	106	52.0	79
EMPLOYED PART-TIME	5.2	7.8	150	5.3	102	6.2	119	7.2	140	10.7	205	9.9	190
NOT EMPLOYED	28.8	28.6	99	21.5	75	23.4	81	28.3	98	19.3	67	38.1	132
PROFESSIONAL/MANAGER	19.0	18.7	98	21.2	112	15.9	84	13.6	72	19.0	100	6.2	33
TECH/CLERICAL/SALES	14.2	17.1	120	17.1	120	14.8	105	15.4	109	20.3	143	11.2	79
PRECISION/CRAFT	14.6	16.4	112	14.1	97	19.1	130	14.8	101	15.1	103	12.9	88
OTHER EMPLOYED	23.4	19.3	82	26.1	112	26.8	115	27.9	119	26.4	113	31.6	135
SINGLE	24.7	41.9	170	30.0	121	33.7	137	42.2	171	48.1	195	48.8	198
MARRIED	65.5	48.1	73	60.0	92	54.0	83	48.6	74	41.9	64	40.5	62
DIVORCED/SEPARATED/WIDOWED	9.8	10.1	102	10.1	102	12.3	124	9.2	93	10.0	101	10.8	109
PARENTS	32.0	28.8	90	33.2	104	31.8	99	27.0	84	25.2	79	24.7	77
WHITE	87.9	85.7	98	88.5	101	87.6	100	90.7	103	80.9	92	67.2	76
BLACK	10.0	9.4	94	8.3	83	9.9	100	6.9	69	13.8	138	30.6	307
OTHER	2.1	4.9	228	3.2	149	2.5	115	2.4	112	5.3	250	2.2	101
NORTHEAST-CENSUS	21.7	38.7	178	20.3	94	21.5	99	29.0	134	29.7	137	18.9	87
NORTH CENTRAL	25.8	16.3	63	28.1	109	27.6	107	29.7	115	21.3	82	18.1	70
SOUTH	33.7	19.7	58	32.4	96	32.1	95	23.6	70	24.4	72	46.6	138
WEST	18.8	25.4	135	19.1	102	18.8	100	17.7	94	24.6	131	16.5	88
NORTHEAST-MKTG.	22.7	35.4	156	20.3	90	20.3	90	24.2	107	30.0	133	19.7	87
EAST CENTRAL	14.8	14.9	100	17.0	115	15.8	106	18.8	127	11.5	78	12.1	81
WEST CENTRAL	17.1	8.6	51	16.6	98	18.9	111	20.5	120	14.2	83	12.4	73
SOUTH	29.2	17.5	60	29.6	101	29.1	100	21.3	73	21.0	72	39.8	136
PACIFIC	16.2	23.6	146	16.4	101	15.9	98	15.1	93	23.2	143	16.1	99
COUNTY SIZE A	41.1	54.8	133	43.2	105	45.6	111	43.3	105	64.1	156	46.0	112
COUNTY SIZE B	30.0	31.8	106	29.1	97	29.3	97	29.3	97	24.2	81	27.3	91
COUNTY SIZE C	16.0	10.1	63	16.4	103	14.7	92	17.4	109	7.4	46	13.1	82
COUNTY SIZE D	12.9	3.4	26	11.3	88	10.4	81	10.0	78	4.2	33	13.5	105
METRO CENTRAL CITY	29.3	39.0	133	26.8	92	31.7	108	29.6	101	44.8	153	47.7	163
METRO SUBURBAN	46.6	50.2	108	49.7	107	49.2	106	49.2	106	46.0	99	25.8	55
NON METRO	24.2	10.8	45	23.5	97	19.1	79	21.2	88	9.3	38	26.4	109
TOP 5 ADI'S	23.6	40.4	171	22.3	94	25.1	107	27.0	115	43.2	183	23.0	98
TOP 10 ADI'S	33.0	50.4	153	31.8	96	34.1	103	35.3	107	54.1	164	33.5	102
TOP 20 ADI'S	46.2	59.9	130	43.8	95	49.0	106	48.8	106	66.0	143	52.0	113
MSHLD INC. \$50,000 OR MORE	11.8	14.2	121	12.9	110	9.4	80	13.1	112	15.0	127	3.1	26
\$40,000 OR MORE	22.7	25.1	110	24.5	108	19.9	88	25.5	103	24.2	107	12.5	55
\$30,000 OR MORE	39.6	37.6	95	45.1	114	36.4	92	39.0	99	41.3	104	24.1	61
\$25,000 OR MORE	50.3	46.9	93	55.9	111	46.9	93	50.4	100	48.4	96	30.3	60
\$20,000 - \$24,999	10.9	12.5	114	9.7	89	12.7	116	12.0	110	13.0	119	7.9	72
\$15,000 - \$19,999	10.0	11.7	116	10.2	102	12.9	128	11.8	117	13.1	131	10.8	107
\$10,000 - \$14,999	14.0	16.1	115	13.4	96	13.8	99	12.4	89	13.0	93	22.6	162
UNDER \$10,000	14.7	12.8	87	10.7	73	13.8	93	13.4	91	12.4	84	28.4	193
HOUSEHOLD OF 1 PERSON	9.4	13.1	139	10.1	107	11.3	121	9.7	104	13.8	147	11.9	127
2 PEOPLE	31.2	23.4	75	28.9	92	27.4	88	25.8	82	22.5	72	27.3	87
3 OR 4 PEOPLE	41.2	45.8	111	42.3	103	42.6	103	41.0	100	46.8	113	39.3	95
5 OR MORE PEOPLE	18.1	17.8	98	18.8	104	18.7	103	23.5	129	16.9	93	21.5	119
NO CHILD IN MSHLD	59.0	56.2	95	55.4	94	57.0	97	59.5	101	64.7	110	59.2	100
CHILD(REN) UNDER 2 YRS	6.1	6.4	106	4.6	77	7.2	120	3.8	62	5.6	92	6.0	99
2 - 5 YEARS	14.0	11.2	80	11.3	80	15.0	107	12.3	87	11.1	79	10.7	76
6 - 11 YEARS	17.9	16.3	91	19.2	107	17.0	95	16.4	92	14.1	79	16.5	92
12 - 17 YEARS	22.0	26.7	122	26.3	120	23.1	105	25.3	115	17.9	82	25.2	115
RESIDENCE OWNED	71.2	57.5	81	71.8	101	61.5	86	65.4	92	51.7	73	48.3	68
VALUE: \$50,000 OR MORE	43.9	38.5	88	44.8	102	37.5	85	40.2	91	37.4	85	22.7	52
VALUE: UNDER \$50,000	27.2	18.9	70	27.0	99	23.9	88	25.2	93	14.4	53	25.6	94

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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RELATIVE VOLUME OF CONSUMPTION
MALT BEVERAGES & MINES (P-17)
(FEMALES)

	TOTAL U.S. % DOWN	ALE		DOMESTIC BEER, LIGHT/LOW CAL.		DOMESTIC BEER, REGULAR		DRAFT BEER		IMPORTED BEER		MALT LIQUOR	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
FEMALE HOMEMAKERS	91.5	90.2	99	91.2	100	88.6	97	83.3	91	86.5	95	81.8	89
EMPLOYED MOTHERS	21.1	19.4	92	22.6	107	20.8	98	18.5	88	19.0	90	21.2	100
18 - 24	16.6	34.9	210	24.3	146	29.6	178	35.4	213	32.7	196	33.7	203
25 - 34	22.8	20.8	91	29.9	131	25.8	113	24.0	105	18.7	82	22.0	96
35 - 44	16.7	18.5	111	18.6	111	19.0	114	16.7	100	22.3	134	18.1	108
45 - 54	12.9	10.1	78	9.7	75	8.2	63	8.9	69	10.9	85	7.6	59
55 - 64	13.4	7.8	58	9.9	74	8.5	64	8.1	61	9.0	67	5.7	42
65 OR OLDER	17.5	7.8	44	7.5	43	8.8	51	6.8	39	6.3	36	12.9	74
18 - 34	39.5	55.8	141	54.3	137	55.4	140	59.5	151	51.4	130	55.7	141
18 - 49	62.3	80.9	130	78.6	126	78.5	126	80.5	129	80.2	129	78.7	126
25 - 54	52.5	49.5	94	58.2	111	53.0	101	49.6	94	52.0	99	47.7	91
35 - 49	22.9	25.1	110	24.4	107	23.1	101	21.0	92	28.8	126	23.0	101
50 OR OLDER	37.7	19.1	51	21.4	57	21.5	57	19.5	52	19.8	52	21.3	57
GRADUATED COLLEGE	13.7	11.8	86	14.9	109	8.9	65	12.0	88	16.3	119	5.1	37
ATTENDED COLLEGE	17.3	11.9	69	19.1	110	14.5	84	18.5	107	13.0	75	12.0	69
GRADUATED HIGH SCHOOL	41.7	42.8	103	41.5	99	47.5	114	42.3	101	37.1	89	45.2	108
DID NOT GRADUATE HIGH SCHOOL	27.3	33.6	123	24.6	90	29.0	106	27.1	99	33.5	123	37.7	138
EMPLOYED FULL-TIME	40.1	45.4	113	54.7	136	45.0	112	48.2	120	49.7	124	38.2	95
EMPLOYED PART-TIME	9.6	4.5	47	10.3	107	8.3	87	10.5	110	9.4	97	3.4	36
NOT EMPLOYED	50.3	50.1	100	35.0	70	46.7	93	41.3	82	41.0	81	58.4	116
PROFESSIONAL/MANAGER	12.2	11.0	90	12.4	102	8.6	70	10.6	87	22.3	182	7.2	59
TECH/CLERICAL/SALES	22.2	21.7	98	29.0	131	20.9	94	24.7	111	13.8	62	15.5	70
PRECISION/CRAFT	1.2	0.6	50	2.6	221	3.5	301	3.2	274	2.0	171	1.0	88
OTHER EMPLOYED	14.1	16.6	118	20.9	148	20.4	145	20.2	143	21.0	149	17.9	127
SINGLE	18.1	33.4	185	28.8	159	30.8	170	41.6	230	38.4	212	37.9	210
MARRIED	58.4	42.7	73	48.9	84	46.8	80	36.3	62	41.2	71	32.2	55
DIVORCED/SEPARATED/MIDWOMEN	23.5	23.9	102	22.3	95	22.4	95	22.1	94	20.4	87	29.8	127
PARENTS	38.3	38.9	101	35.7	93	39.7	104	31.4	82	30.8	80	48.9	128
WHITE	86.4	84.4	98	85.6	99	82.9	96	89.8	104	74.8	87	54.5	63
BLACK	11.4	14.4	126	12.4	109	15.0	132	9.0	79	22.3	196	45.5	400
OTHER	2.2	1.2	55	2.1	94	2.2	97	1.2	56	2.9	130	**0.0	2
NORTHEAST-CENSUS	22.4	31.3	140	16.2	72	23.7	106	25.6	115	36.8	164	24.3	109
NORTH CENTRAL	25.1	23.2	92	25.5	102	23.7	95	27.0	108	16.6	66	18.3	73
SOUTH	34.0	27.6	81	35.9	106	28.9	85	24.3	71	26.3	77	39.4	116
WEST	18.5	18.0	97	22.5	121	23.7	128	23.1	124	20.3	109	18.0	97
NORTHEAST-MKTG.	22.8	33.3	146	17.0	74	24.7	108	27.2	119	41.4	182	25.3	111
EAST CENTRAL	14.8	15.5	105	14.0	95	15.1	103	15.9	108	9.0	61	11.3	77
WEST CENTRAL	16.9	12.5	74	18.1	107	14.5	85	17.8	105	10.1	60	12.9	76
SOUTH	29.1	21.9	75	31.6	109	23.7	81	18.0	62	20.4	70	33.0	113
PACIFIC	16.4	16.8	102	19.2	118	22.0	135	21.1	129	19.1	117	17.5	107
COUNTY SIZE A	41.5	55.3	133	42.9	103	48.9	118	45.0	108	60.0	145	49.1	118
COUNTY SIZE B	30.3	28.1	93	34.4	114	31.6	104	32.3	106	26.3	87	28.6	94
COUNTY SIZE C	15.4	10.5	68	13.2	86	11.8	77	14.8	96	6.4	42	14.0	91
COUNTY SIZE D	12.8	6.1	47	9.5	74	7.7	60	8.0	62	7.3	57	8.3	65
METRO CENTRAL CITY	30.3	45.7	151	35.0	115	35.5	117	32.2	106	45.6	150	52.1	172
METRO SUBURBAN	45.1	44.7	99	46.7	103	48.8	108	51.2	114	44.8	99	25.3	56
NON METRO	24.6	9.6	39	18.3	75	15.6	64	16.6	67	9.6	39	22.6	92
TOP 5 ADI'S	23.6	34.1	145	20.2	86	26.8	114	21.8	93	40.4	172	35.8	152
TOP 10 ADI'S	32.5	43.1	133	28.7	89	33.4	103	27.8	85	47.9	148	41.7	128
TOP 20 ADI'S	46.2	58.4	126	46.8	101	52.3	113	50.7	110	62.5	135	50.9	110
HSHLD INC. \$50,000 OR MORE	9.0	6.7	74	9.8	109	6.9	77	9.7	108	7.3	81	1.9	21
\$40,000 OR MORE	17.2	12.3	72	19.1	111	13.3	77	19.1	111	16.2	94	6.8	40
\$30,000 OR MORE	32.0	32.4	101	32.2	100	25.2	79	32.0	100	32.9	103	20.1	63
\$25,000 OR MORE	41.2	40.9	99	41.9	102	32.5	79	39.7	96	42.6	103	23.2	56
\$20,000 - \$24,999	11.2	11.1	99	10.1	90	11.3	101	9.0	80	11.4	101	9.6	86
\$15,000 - \$19,999	10.4	12.3	118	9.3	89	11.9	115	10.9	105	7.7	74	8.5	82
\$10,000 - \$14,999	15.2	15.4	101	20.1	132	20.1	132	18.0	118	12.9	85	16.9	111
UNDER \$10,000	22.0	20.4	93	18.7	85	24.2	110	22.4	102	25.4	116	41.7	190
HOUSEHOLD OF 1 PERSON	13.6	12.5	92	11.2	83	10.3	76	10.7	79	11.6	86	9.2	68
2 PEOPLE	30.6	29.8	98	35.7	117	34.2	112	36.4	119	33.3	109	25.0	82
3 OR 4 PEOPLE	38.7	39.3	101	37.2	96	36.1	93	33.3	86	33.5	87	31.7	82
5 OR MORE PEOPLE	17.2	18.4	107	15.9	93	19.4	113	19.6	114	21.6	126	34.0	198
NO CHILD IN HSHLD	56.3	53.4	95	59.9	106	52.1	93	58.3	104	59.3	105	41.4	74
CHILD(REN) UNDER 2 YRS	6.8	6.2	91	5.2	76	7.9	115	5.2	76	5.7	83	13.5	198
2 - 5 YEARS	17.2	17.6	102	19.2	112	19.3	112	16.3	95	18.8	109	24.4	142
6 - 11 YEARS	18.4	21.0	114	19.9	108	23.1	126	20.8	113	20.4	111	25.9	141
12 - 17 YEARS	21.7	23.5	108	19.2	89	23.2	107	22.6	104	20.4	94	35.1	162
RESIDENCE OWNED	69.4	48.9	70	54.0	78	47.8	69	52.5	76	49.5	71	43.5	63
VALUE: \$50,000 OR MORE	40.0	27.2	68	31.8	79	26.0	65	31.9	80	34.6	86	17.8	45
VALUE: UNDER \$50,000	29.4	21.7	74	22.2	75	21.8	74	20.6	70	15.0	51	25.6	87

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. % DOWN	APERITIF & SPECIALTY WINE		CHAMPAGNE, COLD DUCK SPARKLING WINE		DINNER/ TABLE WINES DOMESTIC		DINNER/TABLE WINES REDUCED CAL. "LIGHT" DOM		DINNER/ TABLE WINES IMPORTED		PORT, SHERRY & DESSERT WINES	
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
TOTAL MALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
HOUSEHOLD HEADS	83.8	77.8	93	81.0	97	88.9	106	85.3	102	85.9	103	86.4	103
18 - 24	17.6	20.7	118	21.1	120	11.6	66	12.3	70	17.1	97	13.0	74
25 - 34	24.4	26.4	108	28.0	115	20.8	85	23.9	98	25.1	103	20.2	83
35 - 44	17.9	21.5	120	20.2	113	21.5	120	24.5	137	18.8	105	17.6	98
45 - 54	13.7	14.6	106	11.2	81	17.3	126	19.3	141	16.6	121	16.9	123
55 - 64	13.1	6.5	50	9.4	72	16.4	125	6.3	48	12.9	98	13.4	102
65 OR OLDER	13.3	10.2	77	10.2	77	12.3	93	13.6	103	9.5	72	18.9	142
18 - 34	42.0	47.1	112	49.0	117	32.4	77	36.2	86	42.1	100	33.2	79
18 - 49	66.7	76.1	114	75.9	114	63.5	95	75.9	114	70.6	106	60.1	90
25 - 54	56.0	62.6	112	59.3	106	59.7	107	67.7	121	60.5	108	54.7	98
35 - 49	24.8	28.9	117	26.9	109	31.0	125	39.7	160	28.5	115	26.8	108
50 OR OLDER	33.3	23.9	72	24.1	72	36.5	110	24.1	73	29.4	88	39.9	120
GRADUATED COLLEGE	20.2	22.5	112	29.2	145	39.0	193	25.8	128	33.4	166	27.4	136
ATTENDED COLLEGE	17.2	14.3	83	22.9	133	19.3	112	11.8	69	23.2	135	18.3	106
GRADUATED HIGH SCHOOL	36.1	25.9	72	28.6	79	27.5	76	31.9	88	26.2	73	30.2	84
DID NOT GRADUATE HIGH SCHOOL	26.6	37.3	140	19.3	73	14.3	54	30.5	115	17.2	65	24.2	91
EMPLOYED FULL-TIME	66.0	63.6	96	68.6	104	72.4	110	69.5	105	74.3	113	61.7	94
EMPLOYED PART-TIME	5.2	6.5	126	7.2	138	6.0	116	4.3	82	6.4	124	5.2	101
NOT EMPLOYED	28.8	29.8	104	24.2	84	21.6	75	26.3	91	19.2	67	33.0	115
PROFESSIONAL/MANAGER	19.0	21.7	115	24.1	127	34.7	183	19.7	104	31.6	166	25.0	132
TECH/CLERICAL/SALES	14.2	11.1	78	18.3	129	15.0	105	17.0	120	13.0	92	12.7	89
PRECISION/CRAFT	14.6	12.0	82	11.2	76	12.1	83	16.1	110	13.6	93	11.3	77
OTHER EMPLOYED	23.4	25.3	108	22.2	95	16.6	71	20.9	90	22.5	96	18.0	77
SINGLE	24.7	33.7	137	34.6	140	21.2	86	24.5	99	27.0	109	22.0	89
MARRIED	65.5	53.2	81	57.3	88	67.8	104	68.1	104	62.7	96	67.6	103
DIVORCED/SEPARATED/WIDOWED	9.8	13.1	133	8.1	82	11.1	112	7.4	75	10.3	105	10.4	106
PARENTS	32.0	34.5	108	30.9	96	29.3	91	41.7	130	31.3	98	28.9	90
WHITE	87.9	76.7	87	84.6	96	89.1	101	79.4	90	87.7	100	85.0	97
BLACK	10.0	20.4	205	12.7	128	8.3	84	16.3	163	11.0	110	11.6	116
OTHER	2.1	2.9	135	2.6	123	2.5	118	4.3	202	1.2	58	3.4	158
NORTHEAST-CENSUS	21.7	28.0	129	29.0	134	26.8	123	33.1	152	40.3	186	32.4	149
NORTH CENTRAL	25.8	10.9	42	22.9	89	19.0	74	15.7	61	19.4	75	21.9	85
SOUTH	33.7	37.1	110	20.7	61	22.7	67	31.4	93	24.8	74	24.8	74
WEST	18.8	24.0	128	27.4	146	31.6	168	19.9	106	15.5	82	21.0	111
NORTHEAST-MKTG.	22.7	30.5	134	29.1	128	28.7	127	32.4	143	43.9	194	33.1	146
EAST CENTRAL	14.8	8.9	60	14.0	95	9.8	66	11.5	78	11.4	77	12.3	83
WEST CENTRAL	17.1	7.5	44	16.2	95	14.1	83	9.9	58	13.0	76	16.6	97
SOUTH	29.2	29.2	100	16.7	57	18.3	63	26.7	91	18.0	62	18.9	65
PACIFIC	16.2	24.0	148	23.9	147	29.0	179	19.5	120	13.7	84	19.1	117
COUNTY SIZE A	41.1	52.9	129	56.1	136	56.8	138	53.9	131	55.8	136	52.0	126
COUNTY SIZE B	30.0	25.5	85	27.3	91	27.0	90	29.8	99	26.7	89	30.5	101
COUNTY SIZE C	16.0	13.3	83	11.3	70	10.9	68	7.2	45	11.5	72	10.4	65
COUNTY SIZE D	12.9	8.3	65	5.3	41	5.2	41	9.1	71	5.9	46	7.2	56
METRO CENTRAL CITY	29.3	48.6	166	38.0	130	38.1	130	46.7	160	38.3	131	38.8	133
METRO SUBURBAN	46.6	34.3	74	51.1	110	49.4	106	37.9	81	44.7	96	46.5	100
NON METRO	24.2	17.1	71	10.9	45	12.6	52	15.4	64	17.0	71	14.7	61
TOP 5 ADI'S	23.6	41.9	178	40.3	171	35.9	152	40.3	171	36.5	155	32.5	138
TOP 10 ADI'S	33.0	51.6	156	48.2	146	46.9	142	50.3	152	51.6	156	43.5	132
TOP 20 ADI'S	46.2	59.6	129	59.2	128	60.4	131	60.6	131	61.1	132	55.0	119
HSGLD INC. \$50,000 OR MORE	11.8	9.7	82	14.9	127	19.1	163	11.4	97	17.3	147	14.5	123
\$40,000 OR MORE	22.7	23.6	104	27.9	123	34.7	153	21.2	93	31.5	139	26.7	117
\$30,000 OR MORE	39.6	39.8	101	47.4	120	56.0	141	33.8	85	49.2	124	44.2	112
\$25,000 OR MORE	50.3	49.0	97	58.0	115	67.7	135	42.9	85	61.3	122	57.2	114
\$20,000 - \$24,999	10.9	8.7	80	10.6	97	8.4	77	16.3	149	9.6	88	8.3	76
\$15,000 - \$19,999	10.0	3.8	38	9.3	92	7.3	73	2.0	20	9.1	90	7.2	72
\$10,000 - \$14,999	14.0	22.0	157	14.5	103	9.9	71	20.9	149	12.4	88	14.7	105
UNDER \$10,000	14.7	16.4	111	7.7	52	6.7	46	18.0	122	7.7	52	12.6	86
HOUSEHOLD OF 1 PERSON	9.4	9.6	102	10.7	114	11.8	126	9.9	105	13.7	146	10.7	114
2 PEOPLE	31.2	30.2	97	31.1	100	35.1	112	31.4	100	28.8	92	34.2	109
3 OR 4 PEOPLE	41.2	39.1	95	39.6	96	38.4	93	37.9	92	39.1	95	38.6	94
5 OR MORE PEOPLE	18.1	21.2	117	18.6	103	14.7	81	20.8	115	18.4	101	16.5	91
NO CHILD IN HSHLD	59.0	51.1	87	62.2	105	64.7	110	55.1	93	61.4	104	62.9	107
CHILD(REN) UNDER 2 YRS	6.1	3.5	58	4.0	65	4.7	78	2.4	40	3.0	50	5.4	89
2 - 5 YEARS	14.0	10.9	78	10.9	78	8.6	61	9.2	65	11.0	78	9.2	66
6 - 11 YEARS	17.9	21.8	122	16.4	91	17.4	97	20.8	116	17.5	98	17.5	98
12 - 17 YEARS	22.0	32.2	147	22.0	100	20.6	94	30.7	140	22.3	102	19.1	87
RESIDENCE OWNED	71.2	50.0	70	63.8	90	72.8	102	61.5	86	67.6	95	72.5	102
VALUE: \$50,000 OR MORE	43.9	29.0	66	46.5	106	57.9	132	41.6	95	53.4	122	50.6	115
VALUE: UNDER \$50,000	27.2	21.0	77	17.3	63	14.9	55	19.9	73	14.2	52	21.9	80

RELATIVE VOLUME OF CONSUMPTION
MALT BEVERAGES & WINES (P-17)
(FEMALES)

	TOTAL U.S. % DOWN	APERITIF & SPECIALTY WINE		CHAMPAGNE, COLD DUCK SPARKLING WINE		DINNER/ TABLE WINES DOMESTIC		DINNER/TABLE WINES REDUCED CAL. "LIGHT" DOM		DINNER/ TABLE WINES IMPORTED		PORT, SHERRY & DESSERT WINES	
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
FEMALE HOMEMAKERS	91.5	86.1	94	87.1	95	90.7	99	86.0	94	91.4	94	91.5	100
EMPLOYED MOTHERS	21.1	23.2	110	21.8	103	23.4	111	23.4	111	24.9	118	20.0	94
18 - 24	16.6	23.8	143	21.7	130	15.4	93	24.9	150	14.7	89	14.7	88
25 - 34	22.8	19.2	84	23.2	102	22.1	97	19.9	87	27.3	120	16.9	74
35 - 44	16.7	24.9	149	18.5	111	21.1	127	18.6	111	20.7	124	19.7	118
45 - 54	12.9	8.5	66	12.6	98	14.7	114	10.6	82	11.0	85	11.9	92
55 - 64	13.4	12.5	93	10.7	80	12.0	90	9.6	72	15.0	112	18.7	139
65 OR OLDER	17.5	11.1	63	13.3	76	14.6	84	16.4	94	11.4	65	18.1	104
18 - 34	39.5	43.0	109	44.9	114	37.5	95	44.8	114	42.0	106	31.6	80
18 - 49	62.3	72.8	117	68.1	109	64.9	104	69.0	111	69.4	111	56.7	91
25 - 54	52.5	52.6	100	54.3	104	57.9	110	49.1	94	59.0	112	48.5	92
35 - 49	22.9	29.9	131	23.2	101	27.4	120	24.1	105	27.4	120	25.2	110
50 OR OLDER	37.7	27.2	72	31.9	85	35.1	93	31.0	82	30.6	81	43.3	115
GRADUATED COLLEGE	13.7	22.4	163	17.4	127	25.3	185	16.5	121	21.1	154	16.2	118
ATTENDED COLLEGE	17.3	16.1	93	23.5	136	24.4	141	19.2	111	22.0	127	20.5	119
GRADUATED HIGH SCHOOL	41.7	34.6	83	35.7	86	35.2	84	40.5	97	40.1	96	40.5	97
DID NOT GRADUATE HIGH SCHOOL	27.3	26.9	99	23.4	86	15.1	55	23.8	87	16.7	61	22.8	84
EMPLOYED FULL-TIME	40.1	45.4	113	46.7	116	50.9	127	50.7	126	53.1	132	41.7	104
EMPLOYED PART-TIME	9.6	7.3	76	9.1	95	10.9	113	6.1	63	9.4	97	9.8	102
NOT EMPLOYED	50.3	47.3	94	44.2	88	38.2	76	43.2	86	37.6	75	48.5	96
PROFESSIONAL/MANAGER	12.2	19.6	160	17.3	141	22.8	187	16.7	136	21.4	175	14.5	119
TECH/CLERICAL/SALES	22.2	15.8	71	24.0	108	26.8	121	24.3	109	27.4	123	23.6	106
PRECISION/CRAFT	1.2	**0.2	20	1.1	96	1.3	113	0.9	77	1.6	142	1.7	143
OTHER EMPLOYED	14.1	17.1	121	13.4	95	10.8	77	14.9	106	12.0	85	11.7	83
SINGLE	18.1	24.5	135	28.3	157	22.1	122	27.4	151	20.7	115	20.9	116
MARRIED	58.4	51.8	89	49.6	85	57.0	98	46.1	79	59.2	101	58.1	100
DIVORCED/SEPARATED/WIDOWED	23.5	23.7	101	22.1	94	21.0	89	26.5	113	20.1	86	21.0	89
PARENTS	38.3	43.5	113	35.0	91	33.7	88	36.0	94	38.6	101	32.7	85
WHITE	86.4	74.7	86	85.3	99	92.0	107	84.7	98	86.1	100	87.6	96
BLACK	11.4	23.1	203	12.1	106	6.1	54	13.7	120	12.6	110	10.9	95
OTHER	2.2	2.2	98	2.7	119	1.8	82	1.6	73	1.3	60	1.5	69
NORTHEAST-CENSUS	22.4	35.5	159	27.7	124	29.0	130	32.6	146	34.7	155	32.8	146
NORTH CENTRAL	25.1	13.4	53	22.2	89	19.3	77	11.8	47	19.2	77	21.7	87
SOUTH	34.0	32.5	96	21.3	63	20.7	61	26.4	78	29.5	87	26.7	79
WEST	18.5	18.6	100	28.8	155	31.0	167	29.2	157	16.6	90	18.8	101
NORTHEAST-MKTG.	22.8	43.1	189	28.7	126	31.8	140	38.3	168	42.2	185	34.0	149
EAST CENTRAL	14.8	7.6	52	12.2	82	9.8	67	6.0	40	11.7	79	14.1	96
WEST CENTRAL	16.9	10.1	60	16.3	96	14.1	83	8.6	51	14.0	83	13.3	79
SOUTH	29.1	22.3	76	17.3	59	15.7	54	19.4	66	19.8	68	21.5	74
PACIFIC	16.4	16.9	103	25.5	156	28.6	175	27.8	170	12.2	75	17.1	104
COUNTY SIZE A	41.5	58.2	140	56.6	136	56.3	136	62.4	150	51.6	124	56.0	135
COUNTY SIZE B	30.3	22.9	76	22.1	73	25.5	84	27.0	89	28.8	95	25.9	85
COUNTY SIZE C	15.4	10.2	66	13.7	89	13.0	85	6.3	41	13.5	88	12.7	83
COUNTY SIZE D	12.8	8.8	68	7.6	59	5.2	41	4.3	34	6.0	47	5.4	42
METRO CENTRAL CITY	30.3	50.3	166	36.7	121	39.1	129	44.9	148	39.7	131	36.7	121
METRO SUBURBAN	45.1	33.3	74	47.3	105	46.8	104	44.4	99	42.2	93	48.4	107
NON METRO	24.6	16.4	67	15.9	65	14.1	57	10.7	44	18.1	74	14.9	61
TOP 5 ADI'S	23.6	43.8	186	38.6	164	37.6	160	42.2	179	32.4	138	32.9	140
TOP 10 ADI'S	32.5	53.6	165	48.0	148	48.0	148	52.5	162	44.6	137	43.4	134
TOP 20 ADI'S	46.2	61.6	133	62.3	135	62.4	135	68.2	147	58.2	126	59.2	128
HSHLD INC. \$50,000 OR MORE	9.0	14.1	157	12.4	138	15.9	178	13.9	155	15.3	171	10.4	116
\$40,000 OR MORE	17.2	23.6	137	23.7	138	29.6	172	24.3	141	29.2	170	20.1	117
\$30,000 OR MORE	32.0	38.0	119	40.7	127	47.6	149	34.0	106	49.5	155	34.4	107
\$25,000 OR MORE	41.2	42.2	102	52.3	127	59.6	145	43.7	106	60.4	147	42.9	104
\$20,000 - \$24,999	11.2	12.3	109	11.4	102	10.4	92	8.6	76	8.9	79	12.8	114
\$15,000 - \$19,999	10.4	10.3	99	9.9	95	8.9	86	13.6	130	8.7	84	12.4	119
\$10,000 - \$14,999	15.2	10.0	66	9.4	62	8.2	54	17.3	114	9.1	60	12.5	82
UNDER \$10,000	22.0	25.3	115	17.0	77	13.0	59	16.8	76	12.8	58	19.4	88
HOUSEHOLD OF 1 PERSON	13.6	12.8	95	15.8	116	15.8	116	14.7	108	13.0	96	15.2	112
2 PEOPLE	30.6	28.2	92	29.9	98	31.7	104	35.2	115	31.1	102	33.8	110
3 OR 4 PEOPLE	38.7	35.6	92	36.2	93	40.0	103	38.8	100	37.9	98	34.5	89
5 OR MORE PEOPLE	17.2	23.4	136	18.2	106	12.6	73	11.4	66	18.0	105	16.6	97
NO CHILD IN HSHLD	56.3	50.2	89	56.3	100	61.8	110	60.7	108	57.0	101	61.3	109
CHILD(REN) UNDER 2 YRS	6.8	8.8	129	4.9	72	2.8	42	3.6	53	6.3	92	3.7	54
2 - 5 YEARS	17.2	24.1	140	15.2	88	11.8	68	13.0	76	18.9	110	12.5	73
6 - 11 YEARS	18.4	21.5	117	17.9	97	15.7	86	20.0	109	19.0	104	16.8	91
12 - 17 YEARS	21.7	25.2	116	23.4	108	20.5	95	21.1	98	19.2	88	23.6	109
RESIDENCE OWNED	69.4	57.0	82	62.0	89	71.7	103	61.8	89	66.8	96	69.2	100
VALUE: \$50,000 OR MORE	40.0	40.5	101	46.3	116	56.4	141	46.8	117	49.9	125	47.1	118
VALUE: UNDER \$50,000	29.4	16.5	56	15.7	53	15.3	52	15.0	51	16.9	57	22.1	75

	TOTAL U.S. % DOWN	SANGRIA/POP/ PARTY WINES		VERMOUTH									
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL MALES	100.0			100.0	100								
HOUSEHOLD HEADS	83.8			91.4	109								
18 - 24	17.6	30.3	172	7.3	41								
25 - 34	24.4	28.3	116	16.0	65								
35 - 44	17.9	17.5	98	21.4	119								
45 - 54	13.7	9.5	69	16.0	117								
55 - 64	13.1	5.9	45	19.6	150								
65 OR OLDER	13.3	8.5	64	19.8	149								
18 - 34	42.0	58.6	140	23.3	55								
18 - 49	66.7	80.4	120	53.0	79								
25 - 54	56.0	55.3	99	53.4	95								
35 - 49	24.8	21.8	88	29.8	120								
50 OR OLDER	33.3	19.6	59	47.0	141								
GRADUATED COLLEGE	20.2	16.5	82	31.0	154								
ATTENDED COLLEGE	17.2	17.3	101	14.3	83								
GRADUATED HIGH SCHOOL	36.1	32.6	90	32.6	90								
DID NOT GRADUATE HIGH SCHOOL	26.6	33.6	127	22.1	83								
EMPLOYED FULL-TIME	66.0	65.0	98	62.5	95								
EMPLOYED PART-TIME	5.2	5.8	112	4.6	88								
NOT EMPLOYED	28.8	29.2	101	32.9	114								
PROFESSIONAL/MANAGER	19.0	16.2	85	27.9	147								
TECH/CLERICAL/SALES	14.2	10.6	75	9.7	68								
PRECISION/CRAFT	14.6	15.3	105	11.7	80								
OTHER EMPLOYED	23.4	28.7	123	17.8	76								
SINGLE	24.7	37.9	153	17.8	72								
MARRIED	65.5	52.2	80	70.6	108								
DIVORCED/SEPARATED/WIDOWED	9.8	9.9	101	11.6	118								
PARENTS	32.0	35.8	112	27.0	84								
WHITE	87.9	74.6	85	83.9	95								
BLACK	10.0	22.9	230	13.7	137								
OTHER	2.1	2.5	117	2.4	113								
NORTHEAST-CENSUS	21.7	22.4	103	37.1	171								
NORTH CENTRAL	25.8	25.4	98	15.1	58								
SOUTH	33.7	33.2	98	33.6	100								
WEST	18.8	19.0	101	14.2	75								
NORTHEAST-MKTG.	22.7	20.3	90	49.8	220								
EAST CENTRAL	14.8	13.6	92	10.0	68								
WEST CENTRAL	17.1	18.8	110	12.6	74								
SOUTH	29.2	30.9	106	14.8	51								
PACIFIC	16.2	16.4	101	12.9	79								
COUNTY SIZE A	41.1	43.3	105	64.1	156								
COUNTY SIZE B	30.0	28.6	95	18.5	62								
COUNTY SIZE C	16.0	15.7	98	10.6	67								
COUNTY SIZE D	12.9	12.4	96	6.8	53								
METRO CENTRAL CITY	29.3	43.5	149	34.8	119								
METRO SUBURBAN	46.6	35.1	75	47.8	103								
NON METRO	24.2	21.4	89	17.4	72								
TOP 5 ADI'S	23.6	30.2	128	38.5	163								
TOP 10 ADI'S	33.0	35.6	108	54.5	165								
TOP 20 ADI'S	46.2	46.7	101	64.7	140								
HSGLD INC. \$50,000 OR MORE	11.8	4.5	38	15.9	135								
\$40,000 OR MORE	22.7	18.0	79	25.2	111								
\$30,000 OR MORE	39.6	34.1	86	40.9	103								
\$25,000 OR MORE	50.3	40.4	80	51.4	102								
\$20,000 - \$24,999	10.9	10.0	91	8.7	79								
\$15,000 - \$19,999	10.0	9.1	90	8.6	85								
\$10,000 - \$14,999	14.0	19.7	141	20.0	143								
UNDER \$10,000	14.7	20.8	141	11.4	77								
HOUSEHOLD OF 1 PERSON	9.4	8.9	95	12.9	137								
2 PEOPLE	31.2	23.3	75	34.9	112								
3 OR 4 PEOPLE	41.2	44.6	108	39.0	95								
5 OR MORE PEOPLE	18.1	23.2	128	13.2	73								
NO CHILD IN HSHLD	59.0	46.8	79	69.8	118								
CHILD(REN) UNDER 2 YRS	6.1	5.3	87	2.6	43								
2 - 5 YEARS	14.0	14.3	102	8.7	62								
6 - 11 YEARS	17.9	23.7	133	13.7	77								
12 - 17 YEARS	22.0	32.1	146	19.1	87								
RESIDENCE OWNED	71.2	54.0	76	69.9	98								
VALUE: \$50,000 OR MORE	43.9	32.1	73	53.5	122								
VALUE: UNDER \$50,000	27.2	21.8	80	16.4	60								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. % DOWN	SANGRIA/POP/ PARTY WINES		VERMOUTH							
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0			100.0	100						
FEMALE HOMEMAKERS	91.5	88.2	96	98.5	108						
EMPLOYED MOTHERS	21.1	21.9	104	19.7	93						
18 - 24	16.6	28.1	169	11.8	71						
25 - 34	22.8	23.7	104	13.2	58						
35 - 44	16.7	17.9	107	16.3	98						
45 - 54	12.9	12.2	94	20.1	155						
55 - 64	13.4	9.2	68	15.6	116						
65 OR OLDER	17.5	8.9	51	23.0	131						
18 - 34	39.5	51.8	131	25.1	64						
18 - 49	62.3	75.3	121	52.9	85						
25 - 54	52.5	53.9	103	49.6	95						
35 - 49	22.9	23.5	103	27.8	122						
50 OR OLDER	37.7	24.7	66	47.1	125						
GRADUATED COLLEGE	13.7	12.1	88	18.1	133						
ATTENDED COLLEGE	17.3	21.9	127	13.1	76						
GRADUATED HIGH SCHOOL	41.7	41.1	99	34.1	82						
DID NOT GRADUATE HIGH SCHOOL	27.3	24.9	91	34.7	127						
EMPLOYED FULL-TIME	40.1	43.8	109	33.9	85						
EMPLOYED PART-TIME	9.6	10.3	107	5.3	55						
NOT EMPLOYED	50.3	45.9	91	60.8	121						
PROFESSIONAL/MANAGER	12.2	11.6	95	13.2	108						
TECH/CLERICAL/SALES	22.2	25.4	114	14.6	66						
PRECISION/CRAFT	1.2	1.3	109	0.3	27						
OTHER EMPLOYED	14.1	15.9	113	11.1	78						
SINGLE	18.1	28.5	157	16.0	88						
MARRIED	58.4	50.2	86	61.6	105						
DIVORCED/SEPARATED/WIDOWED	23.5	21.4	91	22.4	96						
PARENTS	38.3	43.7	114	38.0	99						
WHITE	86.4	83.0	96	81.3	94						
BLACK	11.4	15.0	132	17.6	154						
OTHER	2.2	2.0	88	1.2	52						
NORTHEAST-CENSUS	22.4	24.1	108	43.2	193						
NORTH CENTRAL	25.1	29.2	116	21.6	86						
SOUTH	34.0	26.5	78	18.6	55						
WEST	18.5	20.3	109	16.6	89						
NORTHEAST-MKTG.	22.8	24.3	107	46.8	205						
EAST CENTRAL	14.8	10.5	71	11.0	75						
WEST CENTRAL	16.9	23.2	137	15.3	90						
SOUTH	29.1	24.4	84	11.7	40						
PACIFIC	16.4	17.5	107	15.1	92						
COUNTY SIZE A	41.5	47.6	115	68.4	165						
COUNTY SIZE B	30.3	31.0	102	19.3	64						
COUNTY SIZE C	15.4	11.8	77	8.0	52						
COUNTY SIZE D	12.8	9.6	75	4.3	33						
METRO CENTRAL CITY	30.3	40.3	133	51.5	170						
METRO SUBURBAN	45.1	41.7	92	36.5	81						
NON METRO	24.6	18.0	73	12.0	49						
TOP 5 ADI'S	23.6	31.6	134	51.1	217						
TOP 10 ADI'S	32.5	37.8	116	62.5	192						
TOP 20 ADI'S	46.2	51.3	111	75.5	163						
HSOLD INC. \$50,000 OR MORE	9.0	8.7	97	9.2	103						
\$40,000 OR MORE	17.2	18.8	109	18.2	106						
\$30,000 OR MORE	32.0	32.4	101	34.1	107						
\$25,000 OR MORE	41.2	43.4	106	41.1	100						
\$20,000 - \$24,999	11.2	10.5	93	9.0	80						
\$15,000 - \$19,999	10.4	9.0	86	12.2	117						
\$10,000 - \$14,999	15.2	11.4	75	11.8	77						
UNDER \$10,000	22.0	25.7	117	25.9	118						
HOUSEHOLD OF 1 PERSON	13.6	12.7	93	13.6	101						
2 PEOPLE	30.6	25.5	84	46.1	151						
3 OR 4 PEOPLE	38.7	42.2	109	25.0	65						
5 OR MORE PEOPLE	17.2	19.6	114	15.2	89						
NO CHILD IN HSOLD	56.3	48.2	86	60.6	108						
CHILD(REN) UNDER 2 YRS	6.8	9.6	141	4.0	59						
2 - 5 YEARS	17.2	21.2	123	18.1	105						
6 - 11 YEARS	18.4	20.4	111	18.8	102						
12 - 17 YEARS	21.7	27.7	128	16.8	78						
RESIDENCE OWNED	69.4	60.0	87	55.5	80						
VALUE: \$50,000 OR MORE	40.0	39.0	98	41.9	105						
VALUE: UNDER \$50,000	29.4	21.0	71	13.5	46						

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

--PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE--USE WITH CAUTION
 --NUMBER OF CASES TOO SMALL FOR RELIABILITY--SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
SOFT DRINKS, BOTTLED WATER & CANNED TEA (P-18)
(MALES)

	TOTAL U.S. % DOWN	COLA, DIET SUGAR FREE/ LOW CAL.		COLA, REGULAR (NOT DIET)		OTHER, DIET SUGAR FREE/LOW CAL. (NOT COLA)		OTHER, REGULAR (NOT COLAS, NOT DIET)		NAT. SPRING/ MINERAL WATER, BOTTLED		TEA, CANNED	
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
TOTAL MALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
HOUSEHOLD HEADS	83.8	85.8	102	80.1	96	84.4	101	79.0	94	84.7	101	79.6	95
18 - 24	17.6	13.7	78	23.8	135	16.1	91	23.6	134	17.8	101	21.1	120
25 - 34	24.4	27.3	112	29.4	121	23.3	95	27.2	112	23.5	96	21.6	88
35 - 44	17.9	21.5	120	19.5	109	19.7	110	18.4	103	20.7	116	17.6	98
45 - 54	13.7	16.4	119	11.1	81	15.4	112	11.3	82	15.2	110	14.2	103
55 - 64	13.1	11.9	91	9.4	72	15.0	114	10.0	76	10.4	80	12.6	96
65 OR OLDER	13.3	9.1	69	6.8	51	10.5	79	9.5	71	12.4	93	13.0	98
18 - 34	42.0	41.0	98	53.2	127	39.4	94	50.9	121	41.3	98	42.7	102
18 - 49	66.7	71.0	106	79.0	118	66.8	100	75.1	116	69.9	105	67.5	101
25 - 54	56.0	65.2	116	60.0	107	58.4	104	56.9	101	59.4	106	53.3	95
35 - 49	24.8	29.9	121	25.7	104	27.4	111	24.3	98	28.6	115	24.8	100
50 OR OLDER	33.3	29.0	87	21.0	63	33.2	100	24.9	75	30.1	91	32.5	98
GRADUATED COLLEGE	20.2	25.6	127	15.9	79	22.9	114	17.5	87	26.2	130	13.3	66
ATTENDED COLLEGE	17.2	17.6	102	17.4	101	16.0	93	18.7	109	23.1	135	13.9	81
GRADUATED HIGH SCHOOL	36.1	36.7	102	41.0	114	34.5	96	37.5	104	27.7	77	36.4	101
DID NOT GRADUATE HIGH SCHOOL	26.6	20.1	76	25.7	97	26.5	100	26.2	99	23.0	87	36.4	137
EMPLOYED FULL-TIME	66.0	75.4	114	69.3	105	68.8	104	65.4	99	70.6	107	63.8	97
EMPLOYED PART-TIME	5.2	4.1	79	5.2	101	4.4	86	6.5	125	4.0	78	4.5	87
NOT EMPLOYED	28.8	20.5	71	25.5	88	26.8	93	28.1	98	25.3	88	31.6	110
PROFESSIONAL/MANAGER	19.0	25.3	133	14.8	78	21.4	113	15.9	84	28.3	149	13.1	69
TECH/CLERICAL/SALES	14.2	18.4	129	15.7	111	14.4	101	13.5	95	14.2	100	13.2	93
PRECISION/CRAFT	14.6	16.0	109	17.5	120	14.5	99	15.9	108	13.4	91	13.6	93
OTHER EMPLOYED	23.4	19.9	85	26.5	113	23.0	99	26.7	114	18.7	80	28.5	122
SINGLE	24.7	20.0	81	28.6	116	22.3	90	29.5	119	28.3	115	31.2	126
MARRIED	65.5	71.4	109	62.8	96	67.8	103	60.8	93	58.4	89	61.7	94
DIVORCED/SEPARATED/WIDOWED	9.8	8.6	88	8.5	87	9.9	101	9.7	99	13.3	135	7.2	73
PARENTS	32.0	38.0	119	37.8	118	34.2	107	35.8	112	29.7	93	32.3	101
WHITE	87.9	91.3	104	86.9	99	87.4	99	83.6	95	84.8	97	81.8	93
BLACK	10.0	6.8	68	11.4	114	10.4	104	13.9	139	11.2	112	15.7	157
OTHER	2.1	2.0	92	1.7	81	2.2	102	2.5	118	4.0	186	2.6	120
NORTHEAST-CENSUS	21.7	23.0	106	19.1	88	24.6	113	24.1	111	35.8	165	22.7	105
NORTH CENTRAL	25.8	25.3	98	24.6	95	23.7	92	24.9	97	9.3	36	18.1	70
SOUTH	33.7	31.9	95	39.9	119	31.5	94	33.8	100	29.0	86	43.9	130
WEST	18.8	19.7	105	16.4	87	20.2	107	17.2	91	25.8	137	15.3	81
NORTHEAST-MKTG.	22.7	23.3	103	19.8	87	25.2	111	23.8	105	37.8	167	22.8	101
EAST CENTRAL	14.8	15.6	105	14.9	101	13.3	90	15.5	104	5.4	36	13.9	94
WEST CENTRAL	17.1	16.8	98	15.8	93	16.2	95	15.4	90	8.0	47	10.8	63
SOUTH	29.2	27.6	94	36.0	123	28.4	97	30.3	104	23.9	82	38.2	131
PACIFIC	16.2	16.8	103	13.5	83	16.8	104	15.1	93	25.0	154	14.2	87
COUNTY SIZE A	41.1	42.8	104	39.3	96	44.4	108	44.4	108	55.8	136	45.2	110
COUNTY SIZE B	30.0	31.4	105	30.1	100	31.2	104	30.1	100	27.6	92	33.1	110
COUNTY SIZE C	16.0	16.2	101	17.1	107	15.2	95	13.4	84	10.9	68	11.7	73
COUNTY SIZE D	12.9	9.6	75	13.5	105	9.2	72	12.1	94	5.7	44	10.0	78
METRO CENTRAL CITY	29.3	29.6	101	27.9	95	34.7	118	34.2	117	43.6	149	33.8	116
METRO SUBURBAN	46.6	50.2	108	46.9	101	45.3	97	44.5	95	44.5	96	42.6	92
NON METRO	24.2	20.2	84	25.2	104	20.0	83	21.4	88	11.9	49	23.6	98
TOP 5 ADI'S	23.6	25.0	106	20.7	88	28.6	121	25.4	108	40.8	173	29.0	123
TOP 10 ADI'S	33.0	34.9	106	29.6	90	38.3	116	34.8	105	53.9	163	38.7	117
TOP 20 ADI'S	46.2	46.8	101	42.9	93	49.2	106	47.8	104	62.4	135	50.4	109
HSKLD INC. \$50,000 OR MORE	11.8	14.8	125	9.3	79	12.4	105	10.3	88	19.3	164	7.5	64
\$40,000 OR MORE	22.7	29.4	129	19.3	85	25.9	114	21.4	94	32.9	145	13.9	61
\$30,000 OR MORE	39.6	49.5	125	36.3	92	44.8	113	36.9	93	50.1	127	30.0	76
\$25,000 OR MORE	50.3	60.6	120	47.4	94	54.4	108	47.8	95	57.5	114	40.4	80
\$20,000 - \$24,999	10.9	10.1	92	11.9	109	10.8	99	11.8	108	13.0	119	11.2	103
\$15,000 - \$19,999	10.0	8.8	87	10.6	105	8.7	86	10.1	100	8.4	83	11.2	111
\$10,000 - \$14,999	14.0	11.5	82	15.4	110	13.6	97	15.5	111	10.7	77	17.5	125
UNDER \$10,000	14.7	9.1	62	14.7	100	12.5	85	14.8	101	10.3	70	19.6	133
HOUSEHOLD OF 1 PERSON	9.4	8.0	85	8.2	87	9.3	99	9.3	99	13.1	139	8.2	87
2 PEOPLE	31.2	29.0	93	25.3	81	28.8	92	26.1	84	30.1	96	31.6	101
3 OR 4 PEOPLE	41.2	43.4	105	46.5	113	40.1	97	42.8	104	38.3	93	36.4	88
5 OR MORE PEOPLE	18.1	19.6	108	20.0	110	21.7	120	21.8	120	18.5	102	23.9	132
NO CHILD IN HSKLD	59.0	54.6	92	51.3	87	56.6	96	53.8	91	62.8	106	59.2	100
CHILD(REN) UNDER 2 YRS	6.1	6.4	105	7.3	121	6.1	100	6.6	110	4.0	66	4.4	73
2 - 5 YEARS	14.0	15.6	111	18.5	132	14.2	101	15.9	113	9.7	69	10.8	77
6 - 11 YEARS	17.9	20.6	115	22.5	126	20.2	113	20.7	116	17.5	98	21.6	121
12 - 17 YEARS	22.0	23.8	108	24.7	112	23.3	106	25.2	115	24.1	110	26.0	118
RESIDENCE OWNED	71.2	72.9	103	67.0	94	69.6	98	65.1	92	62.4	88	61.6	87
VALUE: \$50,000 OR MORE	43.9	50.7	116	38.4	88	47.0	107	40.8	93	48.1	109	34.8	79
VALUE: UNDER \$50,000	27.2	22.2	81	28.6	105	22.6	83	24.3	89	14.3	53	26.8	98

RELATIVE VOLUME OF CONSUMPTION
SOFT DRINKS, BOTTLED WATER & CANNED TEA (P-18)
(FEMALES)

	TOTAL U.S. % DOWN	COLA, DIET SUGAR FREE/ LOW CAL.		COLA, REGULAR (NOT DIET)		OTHER, DIET SUGAR FREE/LOW CAL. (NOT COLA)		OTHER, REGULAR (NOT COLAS, NOT DIET)		NAT. SPRING/ MINERAL WATER, BOTTLED		TEA, CANNED	
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
FEMALE HOMEMAKERS	91.5	88.3	96	88.6	97	91.8	100	88.9	97	90.5	99	88.1	96
EMPLOYED MOTHERS	21.1	23.6	112	25.2	119	19.2	91	23.3	110	16.7	79	17.5	83
18 - 24	16.6	18.7	112	24.4	146	17.2	104	23.0	138	16.0	96	20.9	125
25 - 34	22.8	26.1	114	26.9	118	23.5	103	25.1	110	26.1	114	17.2	76
35 - 44	16.7	19.0	113	18.7	112	16.4	98	17.0	102	12.9	77	18.0	107
45 - 54	12.9	13.4	104	10.6	82	13.6	105	10.5	81	14.7	113	11.4	88
55 - 64	13.4	12.3	92	9.6	71	13.5	101	11.9	89	14.9	111	12.5	94
65 OR OLDER	17.5	10.6	60	9.8	56	15.8	91	12.4	71	15.4	88	20.0	114
18 - 34	39.5	44.8	113	51.3	130	40.8	103	48.1	122	42.1	107	38.1	96
18 - 49	62.3	70.5	113	75.6	121	64.1	103	70.4	113	61.4	99	61.0	98
25 - 54	52.5	58.5	111	56.2	107	53.5	102	52.7	100	53.6	102	46.6	89
35 - 49	22.9	25.7	113	24.4	107	23.3	102	22.3	97	19.3	85	22.9	100
50 OR OLDER	37.7	29.5	78	24.4	65	35.9	95	29.6	79	38.6	102	39.0	103
GRADUATED COLLEGE	13.7	17.4	127	10.6	77	15.5	113	11.5	84	18.8	137	10.1	74
ATTENDED COLLEGE	17.3	20.8	120	14.5	84	19.8	115	16.3	94	17.1	99	11.6	67
GRADUATED HIGH SCHOOL	41.7	41.7	100	45.5	109	40.2	96	41.9	100	34.4	82	38.7	93
DID NOT GRADUATE HIGH SCHOOL	27.3	20.1	74	29.4	108	24.4	89	30.3	111	29.6	109	39.6	145
EMPLOYED FULL-TIME	40.1	48.3	120	42.6	106	42.5	106	41.3	103	43.7	109	36.4	91
EMPLOYED PART-TIME	9.6	11.0	114	8.8	92	9.1	95	8.1	84	8.2	85	8.5	89
NOT EMPLOYED	50.3	40.7	81	48.5	96	48.4	96	50.6	101	48.1	96	55.1	110
PROFESSIONAL/MANAGER	12.2	17.1	140	9.1	74	14.5	119	10.6	87	13.0	107	8.7	71
TECH/CLERICAL/SALES	22.2	27.0	122	22.8	103	24.2	109	20.5	92	24.0	108	16.3	73
PRECISION/CRAFT	1.2	1.4	123	1.1	95	1.0	82	1.5	131	2.5	216	0.7	58
OTHER EMPLOYED	14.1	13.7	97	18.5	131	11.9	84	16.7	118	12.3	87	19.3	136
SINGLE	18.1	22.8	126	22.3	123	20.9	115	23.3	129	20.3	112	22.6	125
MARRIED	58.4	56.9	97	56.2	96	55.8	95	54.2	93	55.8	95	49.3	84
DIVORCED/SEPARATED/WIDOWED	23.5	20.2	86	21.6	92	23.4	99	22.6	96	23.9	102	28.1	120
PARENTS	38.3	39.4	103	47.8	125	34.4	90	43.0	112	30.7	80	36.3	95
WHITE	86.4	90.9	105	82.9	96	86.4	100	79.9	93	81.4	94	74.9	87
BLACK	11.4	7.6	67	14.8	130	11.9	104	17.1	151	13.9	122	19.9	175
OTHER	2.2	1.5	66	2.3	103	1.8	79	2.9	131	4.6	208	5.2	232
NORTHEAST-CENSUS	22.4	20.8	93	21.2	95	25.4	114	28.1	125	32.2	144	25.7	115
NORTH CENTRAL	25.1	25.8	103	24.2	96	22.9	91	22.3	89	7.9	32	18.1	72
SOUTH	34.0	33.1	97	40.4	119	33.9	100	34.9	103	28.8	85	41.5	122
WEST	18.5	20.3	110	14.2	76	17.8	96	14.7	79	31.1	168	14.7	79
NORTHEAST-MKTG.	22.8	22.7	100	21.3	94	27.2	119	28.1	123	33.1	145	24.4	107
EAST CENTRAL	14.8	15.5	105	14.9	101	13.6	92	13.0	88	5.0	34	13.2	89
WEST CENTRAL	16.9	16.7	99	15.2	90	14.7	87	15.3	90	5.5	33	11.9	70
SOUTH	29.1	27.2	93	36.1	124	28.9	99	30.6	105	26.1	90	37.5	129
PACIFIC	16.4	17.8	109	12.5	76	15.6	96	13.1	80	30.3	185	13.0	79
COUNTY SIZE A	41.5	42.5	102	39.2	94	47.4	114	43.4	105	62.2	150	44.6	107
COUNTY SIZE B	30.3	31.0	102	32.8	108	30.2	100	30.8	102	23.8	78	27.9	92
COUNTY SIZE C	15.4	15.4	100	15.3	99	12.8	83	14.4	94	8.2	53	15.6	102
COUNTY SIZE D	12.8	11.2	87	12.7	99	9.7	75	11.3	88	5.8	46	11.9	93
METRO CENTRAL CITY	30.3	28.6	94	31.8	105	33.8	111	34.1	112	37.0	122	36.7	121
METRO SUBURBAN	45.1	50.1	111	43.0	95	48.4	107	42.6	95	53.1	118	37.2	82
NON METRO	24.6	21.3	87	25.2	103	17.8	73	23.3	95	9.9	40	26.1	106
TOP 5 ADI'S	23.6	22.6	96	22.4	95	27.2	115	27.7	117	39.5	168	26.5	112
TOP 10 ADI'S	32.5	32.5	100	29.8	92	37.6	116	35.7	110	53.1	164	33.0	102
TOP 20 ADI'S	46.2	46.2	100	43.0	93	50.7	110	48.4	105	67.5	146	48.5	105
HSHLD INC. \$50,000 OR MORE	9.0	13.3	148	6.9	77	12.5	139	7.4	83	11.5	128	5.8	65
\$40,000 OR MORE	17.2	25.2	146	13.7	80	22.7	132	15.9	92	21.1	122	14.0	81
\$30,000 OR MORE	32.0	40.9	128	27.7	86	38.3	119	29.3	91	36.2	113	26.0	81
\$25,000 OR MORE	41.2	51.3	125	36.1	88	47.0	114	36.9	90	43.8	106	31.7	77
\$20,000 - \$24,999	11.2	11.2	99	11.0	98	10.1	89	11.7	104	11.7	104	10.8	96
\$15,000 - \$19,999	10.4	9.8	94	11.1	106	8.8	84	10.2	98	11.4	109	11.0	106
\$10,000 - \$14,999	15.2	13.3	87	18.6	122	15.8	104	17.2	113	12.2	80	17.4	114
UNDER \$10,000	22.0	14.4	66	23.3	106	18.3	84	24.0	109	21.0	95	29.1	133
HOUSEHOLD OF 1 PERSON	13.6	12.1	90	9.5	70	13.7	101	10.4	77	11.7	86	12.6	93
2 PEOPLE	30.6	27.7	91	24.7	81	30.2	99	28.2	92	35.1	115	28.5	93
3 OR 4 PEOPLE	38.7	43.1	111	45.9	118	40.9	106	40.7	105	40.2	104	40.5	105
5 OR MORE PEOPLE	17.2	17.0	99	19.9	116	15.3	89	20.6	120	12.9	75	18.4	107
NO CHILD IN HSHLD	56.3	53.9	96	46.2	82	59.6	106	50.8	90	63.1	112	57.5	102
CHILD(REN) UNDER 2 YRS	6.8	5.3	78	10.5	154	5.6	82	9.5	139	6.5	95	8.7	128
2 - 5 YEARS	17.2	16.3	95	24.0	139	14.6	85	20.1	117	16.8	98	17.9	104
6 - 11 YEARS	18.4	18.8	102	22.2	121	16.7	91	21.0	114	15.0	82	17.5	95
12 - 17 YEARS	21.7	24.8	114	23.9	110	21.1	98	24.1	111	17.0	78	21.0	97
RESIDENCE OWNED	69.4	73.2	105	62.2	90	69.7	101	61.8	89	58.0	84	62.6	90
VALUE: \$50,000 OR MORE	40.0	49.4	124	31.4	79	43.2	108	31.9	80	36.1	90	30.8	77
VALUE: UNDER \$50,000	29.4	23.7	81	30.8	105	26.6	90	29.9	102	21.9	74	31.8	108

RELATIVE VOLUME OF CONSUMPTION
YOGURT (P-19)
(MALES)

	TOTAL U.S. % DOWN	YOGURT (NOT BOUGHT FROZEN)		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
		% DOWN	INDEX												
TOTAL MALES	100.0	100.0	100												
HOUSEHOLD HEADS	83.8	84.9	101												
18 - 24	17.6	19.2	109												
25 - 34	24.4	26.5	109												
35 - 44	17.9	19.4	108												
45 - 54	13.7	15.2	110												
55 - 64	13.1	11.6	88												
65 OR OLDER	13.3	8.2	62												
18 - 34	42.0	45.7	109												
18 - 49	66.7	73.7	110												
25 - 54	56.0	61.0	109												
35 - 49	24.8	28.1	113												
50 OR OLDER	33.3	26.3	79												
GRADUATED COLLEGE	20.2	27.6	137												
ATTENDED COLLEGE	17.2	20.3	118												
GRADUATED HIGH SCHOOL	36.1	31.7	88												
DID NOT GRADUATE HIGH SCHOOL	26.6	20.5	77												
EMPLOYED FULL-TIME	66.0	70.4	107												
EMPLOYED PART-TIME	5.2	6.5	125												
NOT EMPLOYED	28.8	23.1	80												
PROFESSIONAL/MANAGER	19.0	25.1	132												
TECH/CLERICAL/SALES	14.2	14.0	98												
PRECISION/CRAFT	14.6	16.6	114												
OTHER EMPLOYED	23.4	21.2	91												
SINGLE	24.7	27.3	111												
MARRIED	65.5	64.2	98												
DIVORCED/SEPARATED/WIDOWED	9.8	8.5	86												
PARENTS	32.0	32.3	101												
WHITE	87.9	89.8	102												
BLACK	10.0	8.1	82												
OTHER	2.1	2.0	96												
NORTHEAST-CENSUS	21.7	30.3	140												
NORTH CENTRAL	25.8	20.5	80												
SOUTH	33.7	23.8	71												
WEST	18.8	25.4	135												
NORTHEAST-MKTG.	22.7	32.0	141												
EAST CENTRAL	14.8	11.6	78												
WEST CENTRAL	17.1	14.3	84												
SOUTH	29.2	19.3	66												
PACIFIC	16.2	22.7	140												
COUNTY SIZE A	41.1	51.4	125												
COUNTY SIZE B	30.0	28.5	95												
COUNTY SIZE C	16.0	13.6	85												
COUNTY SIZE D	12.9	6.5	51												
METRO CENTRAL CITY	29.3	35.2	120												
METRO SUBURBAN	46.6	49.5	106												
NON METRO	24.2	15.4	64												
TOP 5 ADI'S	23.6	33.4	141												
TOP 10 ADI'S	33.0	43.4	131												
TOP 20 ADI'S	46.2	56.5	122												
HSHLD INC. \$50,000 OR MORE	11.8	14.7	125												
\$40,000 OR MORE	22.7	30.5	134												
\$30,000 OR MORE	39.6	49.3	125												
\$25,000 OR MORE	50.3	62.6	125												
\$20,000 - \$24,999	10.9	9.1	84												
\$15,000 - \$19,999	10.0	6.8	68												
\$10,000 - \$14,999	14.0	12.1	86												
UNDER \$10,000	14.7	9.4	64												
HOUSEHOLD OF 1 PERSON	9.4	9.2	98												
2 PEOPLE	31.2	30.0	96												
3 OR 4 PEOPLE	41.2	41.1	100												
5 OR MORE PEOPLE	18.1	19.8	109												
NO CHILD IN HSHLD	59.0	56.6	96												
CHILD(REN) UNDER 2 YRS	6.1	5.1	84												
2 - 5 YEARS	14.0	15.6	111												
6 - 11 YEARS	17.9	17.4	97												
12 - 17 YEARS	22.0	22.6	103												
RESIDENCE OWNED	71.2	66.5	93												
VALUE: \$50,000 OR MORE	43.9	47.6	108												
VALUE: UNDER \$50,000	27.2	18.9	69												

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	TOTAL U.S. % DOWN	YOGURT (NOT BOUGHT FROZEN)		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
		B	D												
TOTAL FEMALES	100.0	100.0	100												
FEMALE HOMEMAKERS	91.5	93.3	102												
EMPLOYED MOTHERS	21.1	23.2	110												
18 - 24	16.6	14.5	87												
25 - 34	22.8	26.1	114												
35 - 44	16.7	20.9	125												
45 - 54	12.9	11.6	90												
55 - 64	13.4	14.2	106												
65 OR OLDER	17.5	12.7	73												
18 - 34	39.5	40.6	103												
18 - 49	62.3	66.4	107												
25 - 54	52.5	58.6	112												
35 - 49	22.9	25.8	113												
50 OR OLDER	37.7	33.6	89												
GRADUATED COLLEGE	13.7	20.9	153												
ATTENDED COLLEGE	17.3	19.9	115												
GRADUATED HIGH SCHOOL	41.7	38.4	92												
DID NOT GRADUATE HIGH SCHOOL	27.3	20.8	76												
EMPLOYED FULL-TIME	40.1	45.0	112												
EMPLOYED PART-TIME	9.6	11.4	118												
NOT EMPLOYED	50.3	43.6	87												
PROFESSIONAL/MANAGER	12.2	18.1	148												
TECH/CLERICAL/SALES	22.2	24.6	111												
PRECISION/CRAFT	1.2	1.4	125												
OTHER EMPLOYED	14.1	12.3	87												
SINGLE	18.1	18.6	103												
MARRIED	58.4	58.6	100												
DIVORCED/SEPARATED/WIDOWED	23.5	22.8	97												
PARENTS	38.3	39.6	103												
WHITE	86.4	86.8	101												
BLACK	11.4	9.0	79												
OTHER	2.2	4.2	186												
NORTHEAST-CENSUS	22.4	29.5	132												
NORTH CENTRAL	25.1	19.2	76												
SOUTH	34.0	25.0	74												
WEST	18.5	26.3	142												
NORTHEAST-MKTG.	22.8	31.5	138												
EAST CENTRAL	14.8	11.7	80												
WEST CENTRAL	16.9	13.4	79												
SOUTH	29.1	19.5	67												
PACIFIC	16.4	23.9	146												
COUNTY SIZE A	41.5	51.8	125												
COUNTY SIZE B	30.3	26.6	88												
COUNTY SIZE C	15.4	14.9	97												
COUNTY SIZE D	12.8	6.8	53												
METRO CENTRAL CITY	30.3	35.6	117												
METRO SUBURBAN	45.1	47.3	105												
NON METRO	24.6	17.1	70												
TOP 5 ADI'S	23.6	32.6	138												
TOP 10 ADI'S	32.5	43.6	134												
TOP 20 ADI'S	46.2	56.9	123												
HSHLD INC. \$50,000 OR MORE	9.0	12.8	143												
\$40,000 OR MORE	17.2	23.0	134												
\$30,000 OR MORE	32.0	38.6	121												
\$25,000 OR MORE	41.2	49.2	119												
\$20,000 - \$24,999	11.2	10.2	90												
\$15,000 - \$19,999	10.4	10.3	99												
\$10,000 - \$14,999	15.2	13.0	86												
UNDER \$10,000	22.0	17.3	79												
HOUSEHOLD OF 1 PERSON	13.6	12.4	92												
2 PEOPLE	30.6	30.1	98												
3 OR 4 PEOPLE	38.7	41.6	108												
5 OR MORE PEOPLE	17.2	15.9	92												
NO CHILD IN HSHLD	56.3	55.8	99												
CHILD(REN) UNDER 2 YRS	6.8	5.7	84												
2 - 5 YEARS	17.2	17.7	103												
6 - 11 YEARS	18.4	19.6	107												
12 - 17 YEARS	21.7	22.3	103												
RESIDENCE OWNED	69.4	65.7	95												
VALUE: \$50,000 OR MORE	40.0	45.4	114												
VALUE: UNDER \$50,000	29.4	20.3	69												

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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RELATIVE VOLUME OF CONSUMPTION
CHEWING GUM, CANDY & SNACKS (P-22)
(MALES)

	TOTAL U.S. % DOWN	CHEWING GUM		REGULAR CANDY BARS & PACKAGES: BUY		REGULAR CANDY BARS & PACKAGES: EAT		FUN/SNACK SIZE CANDY BARS & PACKAGES: BUY		FUN/SNACK SIZE CANDY BARS & PACKAGES: EAT		HARD ROLL CANDY	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL MALES	100.0												
HOUSEHOLD HEADS	83.8	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
		79.1	94	81.6	97	80.3	96	84.3	101	81.0	97	82.2	98
18 - 24	17.6	22.3	127	20.8	119	23.1	131	17.7	101	21.2	121	18.5	105
25 - 34	24.4	27.7	114	27.3	112	28.2	116	22.8	93	25.4	104	24.0	98
35 - 44	17.9	19.7	110	20.5	114	19.5	109	18.2	101	18.5	103	20.3	113
45 - 54	13.7	12.0	87	12.3	90	11.8	86	16.3	119	12.2	89	13.8	100
55 - 64	13.1	10.1	77	10.5	80	10.0	76	11.7	89	11.9	91	11.8	90
65 OR OLDER	13.3	8.2	62	8.6	65	7.4	56	13.3	101	10.8	81	11.7	88
18 - 34	42.0	50.0	119	48.1	115	51.3	122	40.5	97	46.6	111	42.4	101
18 - 49	66.7	76.5	115	75.2	113	77.1	115	67.5	101	71.5	107	69.3	104
25 - 54	56.0	59.4	106	60.1	107	59.5	106	57.3	102	56.1	100	58.0	104
35 - 49	24.8	26.5	107	27.0	109	25.8	104	26.9	109	24.9	101	26.8	108
50 OR OLDER	33.3	23.5	71	24.8	75	22.9	69	32.5	98	28.5	86	30.7	92
GRADUATED COLLEGE	20.2	16.7	83	17.2	85	17.8	88	14.1	70	15.1	75	17.4	86
ATTENDED COLLEGE	17.2	17.6	102	17.5	102	18.3	106	14.8	86	15.0	88	15.4	90
GRADUATED HIGH SCHOOL	36.1	37.9	105	37.8	105	38.9	108	37.2	103	41.4	115	36.5	101
DID NOT GRADUATE HIGH SCHOOL	26.6	27.9	105	27.4	103	25.0	94	33.9	128	28.4	107	30.7	116
EMPLOYED FULL-TIME	66.0	69.5	105	69.2	105	70.4	107	63.6	96	63.0	95	66.8	101
EMPLOYED PART-TIME	5.2	5.5	106	4.9	94	5.4	105	4.2	82	4.5	86	4.7	91
NOT EMPLOYED	28.8	25.0	87	25.9	90	24.2	84	32.2	112	32.5	113	28.5	99
PROFESSIONAL/MANAGER	19.0	16.2	85	17.0	89	16.9	89	13.0	69	13.6	72	17.3	91
TECH/CLERICAL/SALES	14.2	15.2	107	15.3	108	16.4	115	11.5	81	13.5	95	14.6	103
PRECISION/CRAFT	14.6	14.8	101	15.7	107	16.1	110	14.8	101	14.9	102	15.2	104
OTHER EMPLOYED	23.4	28.7	123	26.1	112	26.4	113	28.5	122	25.5	109	24.4	104
SINGLE	24.7	28.5	116	26.4	107	28.9	117	22.7	92	26.2	106	25.8	104
MARRIED	65.5	63.0	96	64.7	99	62.2	95	69.2	106	66.6	102	65.7	100
DIVORCED/SEPARATED/WIDOWED	9.8	8.5	86	8.9	91	8.9	90	8.2	83	7.2	74	8.5	86
PARENTS	32.0	35.2	110	37.5	117	36.7	115	35.3	110	37.9	118	36.9	115
WHITE	87.9	83.5	95	87.2	99	88.0	100	81.6	93	82.6	94	83.3	95
BLACK	10.0	14.2	143	10.7	107	10.0	100	16.4	164	15.2	153	14.8	148
OTHER	2.1	2.2	105	2.1	99	2.0	92	2.0	94	2.2	103	1.9	88
NORTHEAST-CENSUS	21.7	17.5	81	18.4	85	20.2	93	24.6	113	28.3	130	22.8	105
NORTH CENTRAL	25.8	25.4	98	26.7	103	28.2	109	23.9	93	26.6	103	23.0	89
SOUTH	33.7	39.0	116	35.0	104	32.7	97	35.4	105	30.8	92	37.8	112
WEST	18.8	18.1	96	19.8	105	18.8	100	16.1	85	14.3	76	16.5	88
NORTHEAST-MKTG.	22.7	17.5	77	17.9	79	19.3	85	22.9	101	25.3	112	23.9	106
EAST CENTRAL	14.8	16.0	108	15.8	107	16.0	108	14.6	99	16.5	112	14.4	97
WEST CENTRAL	17.1	15.4	90	17.7	104	18.9	111	16.7	98	18.9	111	14.7	86
SOUTH	29.2	35.6	122	31.9	109	30.0	103	31.7	108	27.5	94	33.0	113
PACIFIC	16.2	15.6	96	16.7	103	15.8	97	14.1	87	11.8	73	14.0	86
COUNTY SIZE A	41.1	37.7	92	35.3	86	36.8	89	39.6	96	40.7	99	39.8	97
COUNTY SIZE B	30.0	31.0	103	32.9	110	32.2	107	30.0	100	30.2	101	31.9	106
COUNTY SIZE C	16.0	16.4	103	17.9	112	17.3	108	16.0	100	15.7	98	15.2	95
COUNTY SIZE D	12.9	15.0	116	13.9	108	13.7	106	14.3	112	13.4	104	13.2	103
METRO CENTRAL CITY	29.3	30.3	104	28.0	96	28.2	96	30.5	104	28.6	98	30.1	103
METRO SUBURBAN	46.6	43.6	94	45.3	97	46.4	100	43.2	93	46.1	99	44.0	95
NON METRO	24.2	26.0	108	26.7	111	25.4	105	26.3	109	25.3	105	25.9	107
TOP 5 ADI'S	23.6	21.1	90	20.5	87	21.2	90	25.3	107	25.6	108	24.6	104
TOP 10 ADI'S	33.0	30.0	91	28.1	85	29.5	89	31.0	94	32.3	98	34.2	104
TOP 20 ADI'S	46.2	42.0	91	40.5	88	42.4	92	43.5	94	46.1	100	44.6	97
HSULD INC. \$50,000 OR MORE	11.8	10.0	85	9.8	83	11.0	93	9.0	77	9.8	83	10.4	88
\$40,000 OR MORE	22.7	21.5	95	21.1	93	22.2	98	18.3	81	18.2	80	21.8	96
\$30,000 OR MORE	39.6	37.7	95	37.5	95	39.1	99	32.3	82	33.1	84	37.6	95
\$25,000 OR MORE	50.3	47.7	95	48.5	96	49.8	99	41.8	83	44.3	88	47.7	95
\$20,000 - \$24,999	10.9	12.7	116	11.6	106	11.9	109	12.8	117	11.7	107	12.1	111
\$15,000 - \$19,999	10.0	9.8	98	10.0	99	9.8	98	11.1	110	9.2	91	9.1	91
\$10,000 - \$14,999	14.0	15.2	108	14.9	106	14.1	101	16.8	120	15.8	113	15.5	111
UNDER \$10,000	14.7	14.7	100	15.1	102	14.4	98	17.5	119	19.0	129	15.5	105
HOUSEHOLD OF 1 PERSON	9.4	7.3	77	7.9	84	7.9	84	7.4	79	7.4	78	8.3	89
2 PEOPLE	31.2	27.4	88	26.1	84	25.6	82	27.7	89	25.9	83	27.3	88
3 OR 4 PEOPLE	41.2	44.3	108	42.9	104	43.1	105	40.3	98	41.3	100	41.5	101
5 OR MORE PEOPLE	18.1	21.0	116	23.1	127	23.3	129	24.6	136	25.5	141	22.8	126
NO CHILD IN HSULD	59.0	53.4	91	51.1	87	51.3	87	54.6	93	51.5	87	53.4	90
CHILD(REN) UNDER 2 YRS	6.1	5.8	96	7.0	115	6.8	113	7.3	120	7.4	123	5.9	98
2 - 5 YEARS	14.0	17.4	124	18.1	129	18.0	128	17.9	128	21.1	150	16.3	116
6 - 11 YEARS	17.9	20.5	115	21.6	121	21.1	118	19.6	110	20.8	116	22.7	127
12 - 17 YEARS	22.0	25.1	114	25.7	117	26.6	121	25.2	115	25.7	117	26.3	120
RESIDENCE OWNED	71.2	67.5	95	68.5	96	68.2	96	67.4	95	67.4	95	70.2	99
VALUE: \$50,000 OR MORE	43.9	39.4	90	39.6	90	40.0	91	36.8	84	40.3	92	40.9	93
VALUE: UNDER \$50,000	27.2	28.0	103	28.9	106	28.1	103	30.6	112	27.1	100	29.2	107

RELATIVE VOLUME OF CONSUMPTION
CHEWING GUM, CANDY & SNACKS (P-22)
(FEMALES)

	TOTAL U.S. % DOWN	CHEWING GUM		REGULAR CANDY BARS & PACKAGES: BUY		REGULAR CANDY BARS & PACKAGES: EAT		FUN/SNACK SIZE CANDY BARS & PACKAGES: BUY		FUN/SNACK SIZE CANDY BARS & PACKAGES: EAT		HARD ROLL CANDY	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
FEMALE HOMEMAERS	91.5	89.5	98	91.3	100	89.5	98	91.7	100	89.3	98	91.9	100
EMPLOYED MOTHERS	21.1	25.6	121	25.7	122	24.5	116	22.7	107	21.9	104	23.5	111
18 - 24	16.6	22.5	135	19.2	115	23.1	139	16.4	98	19.6	118	17.9	108
25 - 34	22.8	25.6	112	26.0	114	26.1	114	20.7	91	21.7	95	21.6	95
35 - 44	16.7	17.8	107	19.9	119	17.9	107	19.6	117	18.3	109	18.0	108
45 - 54	12.9	12.3	95	12.2	94	11.1	86	14.3	111	12.6	97	13.7	106
55 - 64	13.4	11.5	86	11.4	85	11.0	82	14.8	111	14.9	111	13.1	98
65 OR OLDER	17.5	10.4	59	11.3	64	10.8	62	14.2	81	13.0	74	15.7	90
18 - 34	39.5	48.0	122	45.2	114	49.2	125	37.1	94	41.3	104	39.5	100
18 - 49	62.3	72.3	116	70.9	114	72.4	116	64.1	103	65.5	105	64.3	103
25 - 54	52.5	55.7	106	58.1	111	55.1	105	54.6	104	52.5	100	53.3	102
35 - 49	22.9	24.3	106	25.7	113	23.2	102	27.0	118	24.2	106	24.7	108
50 OR OLDER	37.7	27.7	74	29.1	77	27.6	73	35.9	95	34.5	92	35.7	95
GRADUATED COLLEGE	13.7	11.8	86	11.3	83	11.8	86	10.8	79	10.8	79	11.2	82
ATTENDED COLLEGE	17.3	17.1	99	18.6	108	18.5	107	14.0	81	14.9	86	15.8	91
GRADUATED HIGH SCHOOL	41.7	43.7	105	44.1	106	43.8	105	40.4	97	41.9	100	43.8	105
DID NOT GRADUATE HIGH SCHOOL	27.3	27.5	101	25.9	95	25.9	95	34.8	127	32.4	119	29.1	107
EMPLOYED FULL-TIME	40.1	46.5	116	41.7	104	43.5	108	36.7	92	37.8	94	42.5	106
EMPLOYED PART-TIME	9.6	10.6	110	10.3	107	10.3	107	8.8	91	9.8	102	9.0	93
NOT EMPLOYED	50.3	43.0	85	48.0	95	46.3	92	54.5	108	52.4	104	48.6	97
PROFESSIONAL/MANAGER	12.2	10.9	89	10.9	89	12.0	98	9.5	77	10.5	86	11.8	97
TECH/CLERICAL/SALES	22.2	25.9	117	24.2	109	25.2	113	19.0	86	22.2	100	23.1	104
PRECISION/CRAFT	1.2	1.5	134	1.6	135	1.0	90	1.1	91	0.5	40	1.1	91
OTHER EMPLOYED	14.1	18.7	132	15.4	109	15.5	110	16.0	113	14.5	103	15.5	110
SINGLE	18.1	22.3	123	18.7	104	22.8	126	17.7	98	21.1	117	18.3	101
MARRIED	58.4	56.6	97	60.5	103	56.7	97	59.6	102	59.5	102	56.4	97
DIVORCED/SEPARATED/WIDOWED	23.5	21.1	90	20.8	89	20.5	87	22.7	97	19.4	83	25.3	108
PARENTS	38.3	43.1	112	47.7	124	44.3	116	44.9	117	42.9	112	40.5	106
WHITE	86.4	83.5	97	86.1	100	86.8	100	81.7	95	82.9	96	83.4	97
BLACK	11.4	14.2	125	11.5	101	11.3	99	16.3	144	14.9	131	14.3	126
OTHER	2.2	2.3	101	2.4	106	1.9	86	1.9	87	2.2	98	2.3	104
NORTHEAST-CENSUS	22.4	20.8	93	20.9	93	22.2	99	27.8	124	28.0	125	25.7	115
NORTH CENTRAL	25.1	25.1	100	27.3	109	27.4	109	24.3	97	25.2	101	24.4	97
SOUTH	34.0	35.9	105	33.3	98	32.6	96	35.9	106	33.6	99	34.3	101
WEST	18.5	18.3	99	18.5	100	17.8	96	12.0	65	13.1	71	15.6	84
NORTHEAST-MKTG.	22.8	20.5	90	20.0	88	21.4	94	26.9	118	27.0	118	26.3	115
EAST CENTRAL	14.8	16.0	108	16.0	108	15.9	108	15.9	108	16.5	112	15.3	104
WEST CENTRAL	16.9	15.7	93	18.2	107	18.4	108	15.4	91	15.8	93	15.1	89
SOUTH	29.1	31.7	109	29.8	102	28.9	99	31.3	107	29.0	99	29.3	101
PACIFIC	16.4	16.1	98	16.1	98	15.4	94	10.5	64	11.8	72	14.0	85
COUNTY SIZE A	41.5	39.3	95	39.1	94	40.1	97	40.4	97	43.2	104	40.7	98
COUNTY SIZE B	30.3	32.3	107	31.8	105	31.2	103	31.6	104	31.2	103	32.4	107
COUNTY SIZE C	15.4	15.7	102	16.0	104	15.9	103	16.2	106	14.1	92	14.4	94
COUNTY SIZE D	12.8	12.7	99	13.1	102	12.8	100	11.7	91	11.5	90	12.5	98
METRO CENTRAL CITY	30.3	31.6	104	30.0	99	31.5	104	33.2	110	35.1	116	33.2	109
METRO SUBURBAN	45.1	43.9	97	44.0	98	43.3	96	41.3	92	42.9	95	44.1	98
NON METRO	24.6	24.6	100	26.0	106	25.2	103	25.4	103	22.1	90	22.8	93
TOP 5 ADI'S	23.6	22.1	94	22.8	97	23.6	100	25.6	109	27.0	115	24.8	105
TOP 10 ADI'S	32.5	30.2	93	30.3	93	30.7	95	31.9	98	33.3	102	33.2	102
TOP 20 ADI'S	46.2	43.3	94	43.4	94	43.6	94	44.8	97	45.4	98	44.2	95
MSHLD INC. \$50,000 OR MORE	9.0	8.6	96	8.7	97	9.3	104	7.8	87	7.0	78	8.3	93
\$40,000 OR MORE	17.2	16.4	95	17.2	100	18.5	108	15.2	88	16.5	96	16.7	97
\$30,000 OR MORE	32.0	32.5	101	32.7	102	33.7	105	28.6	89	31.0	97	30.8	96
\$25,000 OR MORE	41.2	40.7	99	42.3	103	42.2	102	38.1	92	38.8	94	40.0	97
\$20,000 - \$24,999	11.2	11.5	102	11.8	105	11.0	98	9.9	88	8.9	79	11.4	101
\$15,000 - \$19,999	10.4	11.3	109	10.7	103	11.1	107	9.4	90	10.1	97	11.1	106
\$10,000 - \$14,999	15.2	15.6	102	15.4	101	16.3	107	16.8	110	17.4	115	15.2	100
UNDER \$10,000	22.0	20.8	95	19.8	90	19.4	88	25.8	118	24.8	113	22.3	102
HOUSEHOLD OF 1 PERSON	13.6	10.4	77	9.3	69	11.0	81	10.0	74	10.2	75	12.2	90
2 PEOPLE	30.6	28.7	94	25.0	82	26.0	85	26.4	86	28.4	93	28.8	94
3 OR 4 PEOPLE	38.7	41.1	106	44.3	114	42.5	110	43.1	111	40.7	105	39.8	103
5 OR MORE PEOPLE	17.2	19.8	116	21.4	125	20.5	119	20.5	119	20.7	121	19.2	112
NO CHILD IN MSHLD	56.3	50.2	89	46.2	82	49.2	87	49.7	88	50.9	90	53.2	95
CHILD(REN) UNDER 2 YRS	6.8	6.7	98	8.0	117	8.3	121	6.9	101	8.1	119	6.3	92
2 - 5 YEARS	17.2	19.7	114	21.4	124	20.2	117	19.1	111	19.7	114	17.5	102
6 - 11 YEARS	18.4	21.2	116	25.2	137	21.6	117	23.3	127	22.7	123	21.2	116
12 - 17 YEARS	21.7	25.1	116	26.6	123	24.9	115	27.2	126	25.1	116	24.8	115
RESIDENCE OWNED	69.4	65.7	95	67.9	98	65.6	95	67.7	98	66.1	95	67.1	97
VALUE: \$50,000 OR MORE	40.0	36.0	90	37.6	94	36.4	91	36.0	90	36.9	92	37.0	93
VALUE: UNDER \$50,000	29.4	29.7	101	30.4	103	29.2	99	31.8	108	29.2	99	30.1	102

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
PET FOODS/CAT BOX FILLER (P-24)
(MALES)

	TOTAL U.S. % DOWN	CANNED CAT FOOD		PACKAGED DRY CAT FOOD		PACKAGED SOFT/ MOIST CAT FOOD		CAT BOX FILLER			
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL MALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100		
HOUSEHOLD HEADS	83.8	79.1	94	84.8	101	77.3	92	85.2	102		
18 - 24	17.6	21.7	123	15.6	89	22.4	127	17.6	100		
25 - 34	24.4	19.6	80	25.4	104	19.6	81	22.2	91		
35 - 44	17.9	15.3	85	21.8	122	17.4	97	20.8	116		
45 - 54	13.7	16.3	118	17.7	129	19.2	139	17.8	130		
55 - 64	13.1	15.2	116	11.5	88	14.4	110	13.4	102		
65 OR OLDER	13.3	12.1	91	8.0	60	7.1	53	8.1	61		
18 - 34	42.0	41.2	98	41.0	98	42.0	100	39.8	95		
18 - 49	66.7	64.9	97	72.9	109	70.4	106	69.6	104		
25 - 54	56.0	51.1	91	64.9	116	56.2	100	60.9	109		
35 - 49	24.8	23.7	96	31.9	129	28.4	115	29.8	120		
50 OR OLDER	33.3	35.1	106	27.1	82	29.6	89	30.4	91		
GRADUATED COLLEGE	20.2	23.3	115	22.9	114	16.1	80	23.3	116		
ATTENDED COLLEGE	17.2	21.7	126	20.3	118	23.2	135	20.9	122		
GRADUATED HIGH SCHOOL	36.1	32.2	89	34.8	96	35.0	97	35.9	100		
DID NOT GRADUATE HIGH SCHOOL	26.6	22.8	86	22.0	83	25.7	97	19.8	75		
EMPLOYED FULL-TIME	66.0	67.7	103	73.9	112	70.0	106	72.2	109		
EMPLOYED PART-TIME	5.2	4.3	83	5.2	101	3.4	65	3.8	74		
NOT EMPLOYED	28.8	28.0	97	20.8	72	26.6	92	24.0	83		
PROFESSIONAL/MANAGER	19.0	20.7	109	23.0	121	18.7	99	23.5	124		
TECH/CLERICAL/SALES	14.2	15.9	112	12.8	90	16.0	113	16.2	114		
PRECISION/CRAFT	14.6	14.4	99	16.5	113	14.0	95	14.8	101		
OTHER EMPLOYED	23.4	20.9	90	26.9	115	24.7	106	21.6	92		
SINGLE	24.7	25.0	101	20.6	84	26.8	108	21.1	86		
MARRIED	65.5	68.6	105	73.4	112	66.2	101	71.6	109		
DIVORCED/SEPARATED/WIDOWED	9.8	6.4	65	5.9	60	7.0	71	7.2	74		
PARENTS	32.0	26.7	84	39.5	123	33.5	105	36.3	113		
WHITE	87.9	91.8	104	93.4	106	89.6	102	90.5	103		
BLACK	10.0	6.6	66	4.5	45	7.5	75	7.8	78		
OTHER	2.1	1.6	74	2.2	101	2.9	137	1.7	81		
NORTHEAST-CENSUS	21.7	31.3	144	20.5	94	26.7	123	30.3	140		
NORTH CENTRAL	25.8	16.6	64	29.7	115	22.9	89	23.2	90		
SOUTH	33.7	28.1	83	27.3	81	33.7	100	30.5	91		
WEST	18.8	24.0	128	22.4	119	16.7	89	16.0	85		
NORTHEAST-MKTG.	22.7	31.0	137	19.1	84	27.2	120	29.6	130		
EAST CENTRAL	14.8	12.7	86	17.6	119	15.3	103	13.9	94		
WEST CENTRAL	17.1	11.7	68	19.3	113	14.5	85	16.2	95		
SOUTH	29.2	24.2	83	25.0	85	27.9	96	27.0	92		
PACIFIC	16.2	20.4	126	19.0	117	15.1	93	13.4	82		
COUNTY SIZE A	41.1	46.3	113	34.2	83	38.0	92	41.9	102		
COUNTY SIZE B	30.0	31.0	103	32.2	107	34.7	115	32.3	107		
COUNTY SIZE C	16.0	15.2	95	18.2	114	14.9	93	17.2	108		
COUNTY SIZE D	12.9	7.5	58	15.4	120	12.4	97	8.6	67		
METRO CENTRAL CITY	29.3	27.9	96	22.6	77	30.8	105	28.2	96		
METRO SUBURBAN	46.6	52.7	113	48.1	103	43.4	93	49.8	107		
NON METRO	24.2	19.4	80	29.4	122	25.7	107	22.0	91		
TOP 5 ADI'S	23.6	29.3	124	20.7	88	24.6	104	25.1	106		
TOP 10 ADI'S	33.0	40.7	123	26.5	80	33.6	102	34.3	104		
TOP 20 ADI'S	46.2	54.8	119	40.2	87	45.7	99	48.6	105		
HSHLD INC. \$50,000 OR MORE	11.8	19.5	165	14.8	126	17.4	148	15.3	130		
\$40,000 OR MORE	22.7	31.4	138	27.6	122	29.0	128	30.3	133		
\$30,000 OR MORE	39.6	47.0	119	44.1	112	42.0	106	46.5	117		
\$25,000 OR MORE	50.3	56.4	112	53.5	106	52.5	104	55.4	110		
\$20,000 - \$24,999	10.9	10.6	97	13.0	119	13.0	119	12.0	109		
\$15,000 - \$19,999	10.0	7.7	77	8.1	81	10.2	101	8.7	87		
\$10,000 - \$14,999	14.0	13.7	98	11.9	85	12.0	86	14.1	101		
UNDER \$10,000	14.7	11.5	78	13.5	91	12.3	84	9.8	67		
HOUSEHOLD OF 1 PERSON	9.4	4.1	43	5.2	56	6.6	70	6.2	66		
2 PEOPLE	31.2	33.7	108	28.1	90	27.4	88	29.3	94		
3 OR 4 PEOPLE	41.2	42.2	102	44.0	107	42.7	104	40.3	98		
5 OR MORE PEOPLE	18.1	20.1	111	22.7	125	23.3	129	24.2	133		
NO CHILD IN HSHLD	59.0	62.5	106	50.1	85	53.4	90	50.9	86		
CHILD(REN) UNDER 2 YRS	6.1	4.3	72	6.7	111	7.2	119	6.7	111		
2 - 5 YEARS	14.0	10.1	72	12.7	91	6.7	48	13.5	96		
6 - 11 YEARS	17.9	13.6	76	21.7	121	20.7	115	20.6	115		
12 - 17 YEARS	22.0	24.5	111	30.7	140	31.7	145	31.7	144		
RESIDENCE OWNED	71.2	78.6	110	78.9	111	79.0	111	76.9	108		
VALUE: \$50,000 OR MORE	43.9	53.4	122	49.6	113	48.0	109	47.8	109		
VALUE: UNDER \$50,000	27.2	25.2	93	29.3	107	31.0	114	29.0	107		

RELATIVE VOLUME OF CONSUMPTION
PET FOODS/CAT BOX FILLER (P-24)
(FEMALES)

	TOTAL U.S. % DOWN	CANNED CAT FOOD		PACKAGED DRY CAT FOOD		PACKAGED SOFT/ MOIST CAT FOOD		CAT BOX FILLER			
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100		
FEMALE HOMEOWNERS	91.5	92.0	100	93.8	102	91.3	100	90.5	99		
EMPLOYED MOTHERS	21.1	23.9	113	29.0	137	26.3	124	25.2	119		
18 - 24	16.6	13.9	84	13.5	81	15.1	91	16.6	100		
25 - 34	22.8	22.3	98	28.8	126	25.9	114	24.9	109		
35 - 44	16.7	23.5	141	24.2	145	24.3	146	24.4	146		
45 - 54	12.9	16.9	131	14.6	113	16.8	130	14.0	108		
55 - 64	13.4	12.2	91	10.5	79	10.5	78	11.0	82		
65 OR OLDER	17.5	11.2	64	8.4	48	7.3	42	9.1	52		
18 - 34	39.5	36.2	92	42.3	107	41.1	104	41.5	105		
18 - 49	62.3	68.3	110	73.9	118	74.4	119	73.5	118		
25 - 54	52.5	62.7	119	67.6	129	67.0	128	63.3	121		
35 - 49	22.9	32.1	140	31.6	138	33.3	146	32.0	140		
50 OR OLDER	37.7	31.7	84	26.1	69	25.6	68	26.5	70		
GRADUATED COLLEGE	13.7	17.5	128	14.1	103	11.5	84	12.9	94		
ATTENDED COLLEGE	17.3	22.4	129	22.8	132	19.2	111	22.4	129		
GRADUATED HIGH SCHOOL	41.7	39.6	95	45.6	109	47.1	113	45.0	108		
DID NOT GRADUATE HIGH SCHOOL	27.3	20.6	76	17.6	64	22.2	81	19.7	72		
EMPLOYED FULL-TIME	40.1	49.0	122	48.1	120	46.2	115	51.7	129		
EMPLOYED PART-TIME	9.6	11.6	120	10.5	109	10.5	109	9.3	97		
NOT EMPLOYED	50.3	39.4	78	41.4	82	43.3	86	39.0	78		
PROFESSIONAL/MANAGER	12.2	19.6	160	14.9	122	11.2	91	13.7	112		
TECH/CLERICAL/SALES	22.2	26.3	119	27.5	124	26.6	120	30.4	137		
PRECISION/CRAFT	1.2	1.6	137	2.0	170	1.2	107	1.4	120		
OTHER EMPLOYED	14.1	13.2	93	14.2	101	17.7	126	15.5	110		
SINGLE	18.1	18.8	104	13.5	75	18.0	99	18.6	103		
MARRIED	58.4	57.6	99	67.8	116	61.1	105	56.5	97		
DIVORCED/SEPARATED/WIDOWED	23.5	23.6	100	18.7	80	20.9	89	24.9	106		
PARENTS	38.3	38.5	100	47.6	124	46.5	121	41.3	108		
WHITE	86.4	93.3	108	95.6	111	91.3	106	92.6	107		
BLACK	11.4	4.5	39	3.3	29	6.4	56	6.5	57		
OTHER	2.2	2.2	99	1.1	48	2.3	103	0.9	38		
NORTHEAST-CENSUS	22.4	29.9	133	20.7	93	24.1	108	26.8	120		
NORTH CENTRAL	25.1	16.8	67	28.6	114	24.7	99	25.7	102		
SOUTH	34.0	31.9	94	26.7	79	36.9	109	29.6	87		
WEST	18.5	21.4	115	24.0	129	14.3	77	18.0	97		
NORTHEAST-MKTG.	22.8	32.1	141	20.5	90	24.7	108	29.8	131		
EAST CENTRAL	14.8	10.1	69	14.5	99	15.9	108	12.7	86		
WEST CENTRAL	16.9	10.3	61	19.4	115	14.9	88	17.5	104		
SOUTH	29.1	27.4	94	24.0	82	32.3	111	23.8	82		
PACIFIC	16.4	20.1	123	21.6	132	12.2	74	16.1	98		
COUNTY SIZE A	41.5	47.7	115	33.3	80	38.2	92	42.3	102		
COUNTY SIZE B	30.3	29.5	97	33.9	112	37.1	122	33.9	112		
COUNTY SIZE C	15.4	16.8	109	19.4	126	16.0	104	15.4	100		
COUNTY SIZE D	12.8	6.1	47	13.5	105	8.7	68	8.3	65		
METRO CENTRAL CITY	30.3	28.1	93	23.3	77	28.5	94	29.1	96		
METRO SUBURBAN	45.1	53.6	119	50.4	112	49.2	109	50.0	111		
NON METRO	24.6	18.3	75	26.3	107	22.3	91	20.9	85		
TOP 5 ADI'S	23.6	28.7	122	18.7	79	21.9	93	25.3	107		
TOP 10 ADI'S	32.5	39.5	122	25.5	78	30.6	94	34.4	106		
TOP 20 ADI'S	46.2	53.7	116	40.1	87	43.3	94	48.4	105		
HSHLD INC. \$50,000 OR MORE	9.0	13.2	147	11.5	129	11.3	126	10.5	118		
\$40,000 OR MORE	17.2	24.5	142	25.9	151	22.5	130	24.2	140		
\$30,000 OR MORE	32.0	43.3	135	42.9	134	40.5	126	42.2	132		
\$25,000 OR MORE	41.2	54.3	132	52.9	128	52.3	127	52.3	127		
\$20,000 - \$24,999	11.2	10.1	90	11.1	99	10.8	96	10.3	92		
\$15,000 - \$19,999	10.4	7.6	73	11.5	110	9.5	91	9.7	93		
\$10,000 - \$14,999	15.2	14.7	96	13.0	86	15.0	98	14.3	94		
UNDER \$10,000	22.0	13.4	61	11.5	53	12.4	56	13.4	61		
HOUSEHOLD OF 1 PERSON	13.6	10.8	80	7.3	54	8.2	60	10.1	75		
2 PEOPLE	30.6	29.4	96	29.1	95	24.9	81	27.6	90		
3 OR 4 PEOPLE	38.7	41.0	106	42.7	110	41.8	108	42.0	108		
5 OR MORE PEOPLE	17.2	18.8	109	20.9	122	25.2	147	20.3	119		
NO CHILD IN HSHLD	56.3	56.5	100	47.5	84	45.9	81	51.4	91		
CHILD(REN) UNDER 2 YRS	6.8	3.1	46	6.1	90	5.5	80	4.3	63		
2 - 5 YEARS	17.2	11.9	69	17.4	101	18.2	106	14.7	85		
6 - 11 YEARS	18.4	15.6	85	20.8	113	26.2	143	19.5	106		
12 - 17 YEARS	21.7	27.5	127	30.3	140	34.1	157	29.4	136		
RESIDENCE OWNED	69.4	74.3	107	77.6	112	76.7	111	70.4	101		
VALUE: \$50,000 OR MORE	40.0	50.5	126	47.3	118	45.2	113	44.9	112		
VALUE: UNDER \$50,000	29.4	23.8	81	30.3	103	31.5	107	25.4	86		

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
PET FOODS (P-24)
(MALES)

	TOTAL U.S. % DOWN	CANNED DOG FOOD		PACKAGED DRY DOG FOOD		PACKAGED SOFT/ MOIST DOG FOOD		DOG BISCUITS OR TREATS					
		B	D	B	D	B	D	B	D	B	D	B	D
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL MALES	100.0												
HOUSEHOLD HEADS	83.8	100.0	100	100.0	100	100.0	100	100.0	100	79.5	95		
18 - 24	17.6	20.3	115	18.6	105	25.1	143	18.8	107				
25 - 34	24.4	17.1	70	26.4	108	17.9	73	19.6	80				
35 - 44	17.9	17.2	96	22.0	123	18.0	100	20.8	116				
45 - 54	13.7	16.1	117	15.4	112	15.4	112	16.2	118				
55 - 64	13.1	15.6	119	10.2	78	12.7	97	14.2	109				
65 OR OLDER	13.3	13.7	103	7.4	56	10.9	82	10.4	78				
18 - 34	42.0	37.4	89	45.0	107	43.0	102	38.4	92				
18 - 49	66.7	61.9	93	74.9	112	67.1	101	66.6	100				
25 - 54	56.0	50.4	90	63.8	114	51.3	92	56.6	101				
35 - 49	24.8	24.6	99	30.0	121	24.1	97	28.1	114				
50 OR OLDER	33.3	38.1	114	25.1	75	32.9	99	33.4	101				
GRADUATED COLLEGE	20.2	17.2	85	17.5	87	11.9	59	19.9	99				
ATTENDED COLLEGE	17.2	21.1	123	18.3	106	19.8	115	19.2	112				
GRADUATED HIGH SCHOOL	36.1	33.8	94	40.0	111	38.9	108	38.5	107				
DID NOT GRADUATE HIGH SCHOOL	26.6	27.9	105	24.3	91	29.4	111	22.4	84				
EMPLOYED FULL-TIME	66.0	62.3	94	69.9	106	65.1	99	66.9	101				
EMPLOYED PART-TIME	5.2	6.6	128	6.5	125	6.3	121	5.8	111				
NOT EMPLOYED	28.8	31.0	108	23.6	82	28.6	99	27.3	95				
PROFESSIONAL/MANAGER	19.0	17.9	95	17.9	94	13.1	69	18.3	96				
TECH/CLERICAL/SALES	14.2	16.1	113	14.0	99	13.6	96	15.1	106				
PRECISION/CRAFT	14.6	14.1	97	17.6	120	18.4	126	16.3	111				
OTHER EMPLOYED	23.4	20.8	89	26.9	115	26.3	113	23.1	99				
SINGLE	24.7	24.6	100	21.1	86	29.2	118	23.1	94				
MARRIED	65.5	66.7	102	71.3	109	62.0	95	69.2	106				
DIVORCED/SEPARATED/WIDOWED	9.8	8.7	89	7.5	77	8.8	89	7.7	78				
PARENTS	32.0	27.1	85	40.3	126	32.8	103	32.6	102				
WHITE	87.9	90.2	103	90.7	103	88.3	101	91.5	104				
BLACK	10.0	8.8	88	6.7	68	10.8	108	6.5	65				
OTHER	2.1	1.0	48	2.5	119	0.9	41	2.0	95				
NORTHEAST-CENSUS	21.7	26.6	123	15.4	71	27.2	126	30.7	141				
NORTH CENTRAL	25.8	17.1	66	29.8	115	23.6	92	25.2	98				
SOUTH	33.7	34.1	101	31.7	94	40.3	120	25.2	75				
WEST	18.8	22.1	118	23.2	123	8.8	47	19.0	101				
NORTHEAST-MKTG.	22.7	25.4	112	14.6	64	27.5	121	30.0	132				
EAST CENTRAL	14.8	12.9	87	15.8	107	14.7	99	15.7	106				
WEST CENTRAL	17.1	12.4	72	22.1	129	14.2	83	17.4	102				
SOUTH	29.2	29.9	102	29.2	100	35.6	122	20.8	71				
PACIFIC	16.2	19.4	120	18.4	113	7.9	48	16.1	99				
COUNTY SIZE A	41.1	43.1	105	34.4	84	40.7	99	47.1	115				
COUNTY SIZE B	30.0	29.0	97	29.6	98	35.2	117	29.5	98				
COUNTY SIZE C	16.0	18.5	116	20.8	130	12.3	77	15.1	95				
COUNTY SIZE D	12.9	9.3	73	15.2	118	11.8	91	8.3	64				
METRO CENTRAL CITY	29.3	27.5	94	23.8	81	30.2	103	25.6	88				
METRO SUBURBAN	46.6	51.5	110	48.7	104	48.7	104	57.0	122				
NON METRO	24.2	21.1	87	27.5	114	21.1	87	17.3	72				
TOP 5 ADI'S	23.6	28.2	120	18.4	78	23.6	100	29.0	123				
TOP 10 ADI'S	33.0	36.3	110	24.6	75	34.1	103	38.8	117				
TOP 20 ADI'S	46.2	48.9	106	38.7	84	46.2	100	51.8	112				
HSHLD INC. \$50,000 OR MORE	11.8	15.4	131	12.8	108	10.3	87	16.6	141				
\$40,000 OR MORE	22.7	28.0	123	26.2	115	21.9	96	31.3	138				
\$30,000 OR MORE	39.6	45.6	115	43.8	111	40.2	102	51.6	130				
\$25,000 OR MORE	50.3	55.1	110	54.9	109	49.5	98	61.2	122				
\$20,000 - \$24,999	10.9	10.1	92	11.4	105	14.7	135	10.1	93				
\$15,000 - \$19,999	10.0	8.9	89	9.1	91	7.5	74	7.3	73				
\$10,000 - \$14,999	14.0	12.0	85	13.6	97	15.4	110	13.3	95				
UNDER \$10,000	14.7	14.0	95	10.9	74	12.9	88	8.1	55				
HOUSEHOLD OF 1 PERSON	9.4	4.5	48	3.6	38	4.2	45	4.3	45				
2 PEOPLE	31.2	32.4	104	25.3	81	27.0	86	28.4	91				
3 OR 4 PEOPLE	41.2	42.2	102	46.4	113	47.0	114	47.9	116				
5 OR MORE PEOPLE	18.1	21.0	116	24.7	136	21.8	120	19.5	107				
NO CHILD IN HSHLD	59.0	60.7	103	47.7	81	54.4	92	55.7	94				
CHILD(REN) UNDER 2 YRS	6.1	5.2	86	7.0	116	5.5	91	3.8	64				
2 - 5 YEARS	14.0	8.6	61	16.3	116	9.9	71	9.2	66				
6 - 11 YEARS	17.9	15.7	88	23.8	133	19.2	107	19.3	108				
12 - 17 YEARS	22.0	25.7	117	29.8	136	31.6	144	27.3	124				
RESIDENCE OWNED	71.2	79.3	111	81.5	115	74.5	105	81.8	115				
VALUE: \$50,000 OR MORE	43.9	49.7	113	49.2	112	41.4	94	56.1	128				
VALUE: UNDER \$50,000	27.2	29.6	109	32.3	119	33.1	122	25.7	94				

RELATIVE VOLUME OF CONSUMPTION
PET FOODS (P-24)
(FEMALES)

	TOTAL U.S. % DOWN	CANNED DOG FOOD		PACKAGED DRY DOG FOOD		PACKAGED SOFT/ MOIST DOG FOOD		DOG BISCUITS OR TREATS					
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0												
FEMALE HOMEMAKERS	91.5	90.8	99	100.0	100	100.0	100	100.0	100				
EMPLOYED MOTHERS	21.1	20.8	98	27.5	130	22.7	107	21.0	99				
18 - 24	16.6	16.2	98	15.7	95	16.6	100	17.6	105				
25 - 34	22.8	18.2	80	27.1	119	19.6	86	19.6	86				
35 - 44	16.7	19.9	119	24.0	144	20.6	123	19.0	114				
45 - 54	12.9	18.5	143	13.9	108	13.6	105	17.2	133				
55 - 64	13.4	13.3	99	11.5	86	16.1	120	14.2	106				
65 OR OLDER	17.5	13.8	79	7.7	44	13.5	77	12.5	72				
18 - 34	39.5	34.5	87	42.9	109	36.1	92	37.1	94				
18 - 49	62.3	64.3	103	74.6	120	63.8	102	65.4	105				
25 - 54	52.5	56.7	108	65.1	124	53.8	102	55.7	106				
35 - 49	22.9	29.8	131	31.7	139	27.7	121	28.2	124				
50 OR OLDER	37.7	35.7	95	25.4	67	36.2	96	34.6	92				
GRADUATED COLLEGE	13.7	11.4	83	12.5	91	11.5	84	14.0	102				
ATTENDED COLLEGE	17.3	17.9	104	18.7	108	14.6	84	20.5	119				
GRADUATED HIGH SCHOOL	41.7	45.1	108	48.8	117	54.7	131	46.6	112				
DID NOT GRADUATE HIGH SCHOOL	27.3	25.6	94	20.0	73	19.2	71	18.9	69				
EMPLOYED FULL-TIME	40.1	40.8	102	45.3	113	40.2	100	45.8	114				
EMPLOYED PART-TIME	9.6	9.0	93	10.1	105	11.2	117	10.9	114				
NOT EMPLOYED	50.3	50.3	100	44.6	89	48.5	96	43.3	86				
PROFESSIONAL/MANAGER	12.2	10.5	86	11.9	97	9.6	78	13.9	114				
TECH/CLERICAL/SALES	22.2	24.1	108	26.7	120	26.0	117	28.0	126				
PRECISION/CRAFT	1.2	1.2	103	1.7	147	0.5	43	1.2	106				
OTHER EMPLOYED	14.1	14.0	99	15.1	107	15.4	109	13.6	96				
SINGLE	18.1	18.8	104	14.9	82	13.4	74	19.6	108				
MARRIED	58.4	59.9	103	69.6	119	61.7	106	62.1	106				
DIVORCED/SEPARATED/WIDOWED	23.5	21.3	91	15.5	66	24.9	106	18.3	78				
PARENTS	38.3	38.7	101	49.6	129	42.7	111	35.1	91				
WHITE	86.4	86.9	101	90.4	105	88.9	103	92.7	107				
BLACK	11.4	10.6	93	7.1	63	9.5	84	5.8	51				
OTHER	2.2	2.4	109	2.5	110	1.6	72	1.5	67				
NORTHEAST-CENSUS	22.4	23.4	105	16.5	74	21.3	95	28.9	129				
NORTH CENTRAL	25.1	19.6	78	30.0	120	26.8	107	27.4	109				
SOUTH	34.0	37.0	109	31.2	92	40.6	119	27.1	80				
WEST	18.5	20.0	108	22.3	121	11.3	61	16.6	89				
NORTHEAST-MKTG.	22.8	24.0	105	16.3	72	22.4	98	30.4	133				
EAST CENTRAL	14.8	13.9	94	15.3	104	15.0	102	15.3	104				
WEST CENTRAL	16.9	10.7	63	21.3	126	18.6	110	18.8	111				
SOUTH	29.1	33.1	114	27.9	96	35.8	123	21.7	74				
PACIFIC	16.4	18.2	111	19.1	117	8.2	50	13.8	85				
COUNTY SIZE A	41.5	43.5	105	36.0	87	40.7	98	47.6	115				
COUNTY SIZE B	30.3	30.8	102	31.9	105	30.8	102	31.0	102				
COUNTY SIZE C	15.4	15.7	102	17.5	114	14.9	97	13.2	86				
COUNTY SIZE D	12.8	10.0	78	14.6	114	13.6	106	8.2	64				
METRO CENTRAL CITY	30.3	26.7	88	25.1	83	26.8	88	27.5	91				
METRO SUBURBAN	45.1	51.7	115	47.8	106	50.8	113	55.1	122				
NON METRO	24.6	21.7	88	27.1	110	22.4	91	17.4	71				
TOP 5 ADI'S	23.6	25.5	108	19.3	82	21.1	90	28.7	122				
TOP 10 ADI'S	32.5	36.3	112	27.0	83	33.2	102	38.6	119				
TOP 20 ADI'S	46.2	48.9	106	41.3	89	47.1	102	53.4	115				
HSHLD INC. \$50,000 OR MORE	9.0	11.5	128	11.9	132	14.1	158	14.3	160				
\$40,000 OR MORE	17.2	19.8	115	22.2	129	23.2	135	26.2	152				
\$30,000 OR MORE	32.0	36.3	113	41.5	129	40.8	128	46.3	145				
\$25,000 OR MORE	41.2	47.6	116	50.6	123	50.6	123	55.7	135				
\$20,000 - \$24,999	11.2	12.4	111	13.1	117	10.5	93	13.5	120				
\$15,000 - \$19,999	10.4	9.7	93	10.3	99	8.7	84	8.1	78				
\$10,000 - \$14,999	15.2	11.3	74	12.6	83	14.6	96	11.8	78				
UNDER \$10,000	22.0	19.0	86	13.3	61	15.6	71	10.9	50				
HOUSEHOLD OF 1 PERSON	13.6	8.6	63	5.9	44	8.2	61	7.9	58				
2 PEOPLE	30.6	28.1	92	25.2	82	24.3	80	28.1	92				
3 OR 4 PEOPLE	38.7	44.0	114	45.0	116	48.7	126	46.7	121				
5 OR MORE PEOPLE	17.2	19.3	113	23.9	139	18.8	109	17.3	101				
NO CHILD IN HSHLD	56.3	56.2	100	44.8	79	53.3	95	58.1	103				
CHILD(REN) UNDER 2 YRS	6.8	6.1	89	7.7	113	5.4	80	3.6	52				
2 - 5 YEARS	17.2	14.1	82	18.9	110	13.2	76	10.5	61				
6 - 11 YEARS	18.4	18.8	102	22.7	124	19.4	105	17.1	93				
12 - 17 YEARS	21.7	26.1	120	31.4	145	26.4	122	25.5	118				
RESIDENCE OWNED	69.4	77.1	111	79.9	115	83.1	120	82.5	119				
VALUE: \$50,000 OR MORE	40.0	47.3	118	49.6	124	52.0	130	57.2	143				
VALUE: UNDER \$50,000	29.4	29.8	101	30.2	103	31.0	106	25.3	86				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
HEALTH CARE PRODUCTS & REMEDIES (P-25)
(MALES)

	TOTAL U.S. % DOWN	ATHLETE'S FOOT REMEDIES (NON-PRES.)		COLD, ALLERGY/ SINUS REMEDIES (NON-PRES.)		COUGH DROPS (NON-PRES.)		COUGH SYRUP (NON-PRES.)		EYE DROPS & EYE WASH (NON-PRES.)		HEADACHE REM./ PAIN RELIEVERS (NON-PRES.)	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL MALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
HOUSEHOLD HEADS	83.8	82.7	99	79.8	95	76.6	91	79.1	94	81.0	97	86.4	103
18 - 24	17.6	16.1	91	19.8	112	21.2	121	18.8	107	18.1	103	14.1	80
25 - 34	24.4	27.4	112	25.0	102	21.6	89	22.3	91	26.8	110	19.7	81
35 - 44	17.9	18.7	104	17.9	100	15.3	86	17.6	98	15.0	84	16.9	94
45 - 54	13.7	17.3	126	12.4	90	11.5	83	10.7	78	10.1	74	14.2	103
55 - 64	13.1	12.8	98	11.9	91	12.8	98	13.5	103	11.3	86	16.3	125
65 OR OLDER	13.3	7.8	59	13.1	99	17.6	133	17.0	128	18.6	141	18.7	141
18 - 34	42.0	43.4	103	44.8	107	42.8	102	41.1	98	44.9	107	33.9	81
18 - 49	66.7	72.0	108	70.1	105	64.6	97	63.7	95	64.1	96	57.5	86
25 - 54	56.0	63.4	113	55.3	99	48.4	86	50.6	90	52.0	93	50.9	91
35 - 49	24.8	28.6	116	25.4	102	21.7	88	22.6	91	19.2	78	23.6	95
50 OR OLDER	33.3	28.0	84	29.9	90	35.4	107	36.3	109	35.9	108	42.5	128
GRADUATED COLLEGE	20.2	16.7	83	15.0	74	10.1	50	13.6	67	17.3	86	16.1	80
ATTENDED COLLEGE	17.2	14.4	84	16.5	96	17.0	99	13.0	75	18.9	110	13.5	78
GRADUATED HIGH SCHOOL	36.1	38.9	108	37.1	103	32.4	90	34.2	95	31.7	88	35.6	99
DID NOT GRADUATE HIGH SCHOOL	26.6	30.1	113	31.5	119	40.6	153	39.2	148	32.0	120	34.8	131
EMPLOYED FULL-TIME	66.0	70.3	107	62.7	95	52.5	79	52.6	80	57.9	88	59.8	91
EMPLOYED PART-TIME	5.2	3.5	68	6.4	124	6.0	117	7.4	143	4.5	87	4.4	85
NOT EMPLOYED	28.8	26.1	91	30.9	107	41.5	144	40.0	139	37.6	130	35.7	124
PROFESSIONAL/MANAGER	19.0	17.1	90	14.1	74	11.0	58	12.7	67	15.6	82	15.7	83
TECH/CLERICAL/SALES	14.2	15.2	107	12.6	89	9.5	67	10.8	76	12.3	87	13.1	92
PRECISION/CRAFT	14.6	18.8	128	16.5	113	15.4	105	11.3	77	13.7	93	13.5	92
OTHER EMPLOYED	23.4	22.8	97	25.8	110	22.6	97	25.1	107	20.8	89	22.0	94
SINGLE	24.7	23.1	94	25.2	102	27.8	113	24.8	101	28.9	117	18.9	77
MARRIED	65.5	67.2	103	64.6	99	61.9	95	64.5	99	60.4	92	72.0	110
DIVORCED/SEPARATED/WIDOWED	9.8	9.7	99	10.2	103	10.3	104	10.7	108	10.7	109	9.1	93
PARENTS	32.0	36.4	114	32.6	102	30.7	96	32.0	100	28.4	89	29.4	92
WHITE	87.9	85.1	97	85.3	97	80.5	92	79.0	90	84.6	96	87.8	100
BLACK	10.0	12.7	127	13.2	133	17.5	175	19.9	200	12.9	130	10.8	109
OTHER	2.1	2.2	105	1.4	67	2.0	94	1.1	52	2.5	116	1.3	61
NORTHEAST-CENSUS	21.7	20.7	96	18.8	87	25.4	117	22.2	102	15.2	70	19.6	90
NORTH CENTRAL	25.8	24.3	94	23.3	90	25.8	100	23.5	91	19.3	75	24.4	95
SOUTH	33.7	32.8	97	40.0	119	33.2	99	39.8	118	43.3	129	38.9	116
WEST	18.8	22.2	118	17.9	95	15.6	83	14.4	77	22.2	118	17.0	91
NORTHEAST-MKTG.	22.7	21.1	93	19.7	87	24.5	108	20.3	89	17.4	77	20.4	90
EAST CENTRAL	14.8	17.1	116	14.9	101	15.2	103	17.5	118	10.6	71	14.4	98
WEST CENTRAL	17.1	12.2	71	15.7	92	17.4	102	14.5	85	14.2	83	16.2	95
SOUTH	29.2	30.0	103	34.3	117	28.5	98	36.4	124	39.5	135	34.7	119
PACIFIC	16.2	19.6	121	15.3	94	14.3	88	11.4	70	18.3	113	14.3	88
COUNTY SIZE A	41.1	45.6	111	38.6	94	40.2	98	36.4	89	42.9	104	36.3	88
COUNTY SIZE B	30.0	31.3	104	29.7	99	29.8	99	31.3	104	28.7	96	30.9	103
COUNTY SIZE C	16.0	14.2	89	17.1	107	15.3	96	17.8	111	15.7	98	16.2	101
COUNTY SIZE D	12.9	8.9	69	14.6	113	14.7	114	14.5	112	12.6	98	16.6	129
METRO CENTRAL CITY	29.3	33.8	115	28.8	98	31.4	107	28.1	96	34.9	119	29.0	99
METRO SUBURBAN	46.6	43.8	94	43.3	93	41.9	90	41.1	88	41.0	88	42.3	91
NON METRO	24.2	22.4	93	27.9	115	26.7	111	30.8	128	24.1	100	28.7	119
TOP 5 ADI'S	23.6	28.1	119	24.2	102	28.2	119	18.7	79	24.3	103	21.4	91
TOP 10 ADI'S	33.0	36.9	112	31.0	94	32.8	99	25.5	77	34.6	105	28.3	86
TOP 20 ADI'S	46.2	50.1	108	44.0	95	43.5	94	41.0	89	45.2	98	41.1	89
HSGLD INC. \$50,000 OR MORE	11.8	9.7	82	11.2	95	7.9	67	8.6	73	10.4	88	9.3	79
\$40,000 OR MORE	22.7	20.1	89	21.1	93	16.7	74	14.8	65	20.7	91	17.5	77
\$30,000 OR MORE	39.6	36.2	92	36.9	93	32.5	82	27.8	70	35.5	90	32.8	83
\$25,000 OR MORE	50.3	47.2	94	47.8	95	45.1	90	36.5	73	43.8	87	43.1	86
\$20,000 - \$24,999	10.9	13.4	123	10.6	97	11.0	101	8.8	81	13.0	119	11.9	109
\$15,000 - \$19,999	10.0	6.6	65	10.6	105	12.0	119	10.0	100	8.9	89	10.3	102
\$10,000 - \$14,999	14.0	17.2	123	15.5	111	15.4	110	17.8	127	16.2	116	16.1	115
UNDER \$10,000	14.7	15.6	106	15.6	106	16.6	113	26.9	183	18.1	123	18.6	126
HOUSEHOLD OF 1 PERSON	9.4	8.2	87	7.6	81	8.6	92	7.8	83	12.7	136	7.8	83
2 PEOPLE	31.2	27.5	88	27.2	87	28.8	92	29.3	94	34.1	109	38.6	123
3 OR 4 PEOPLE	41.2	45.1	109	46.2	112	40.6	99	42.7	104	35.3	86	38.4	93
5 OR MORE PEOPLE	18.1	19.2	106	18.9	104	21.9	121	20.2	112	17.9	99	15.2	84
NO CHILD IN HSHLD	59.0	55.6	94	57.7	98	53.7	91	57.8	98	62.8	106	62.7	106
CHILD(REN) UNDER 2 YRS	6.1	6.7	110	5.9	97	6.1	101	8.6	142	4.6	77	4.8	79
2 - 5 YEARS	14.0	14.4	102	13.2	94	13.5	96	17.2	122	12.4	88	12.4	88
6 - 11 YEARS	17.9	20.1	113	21.0	117	19.7	110	20.3	114	18.8	105	16.8	94
12 - 17 YEARS	22.0	23.3	106	22.6	103	26.6	121	19.4	89	19.5	89	21.1	96
RESIDENCE OWNED	71.2	68.0	96	69.4	98	71.1	100	62.4	88	68.9	97	72.8	102
VALUE: \$50,000 OR MORE	43.9	37.9	86	40.3	92	36.7	84	30.2	69	39.3	90	41.7	95
VALUE: UNDER \$50,000	27.2	30.1	111	29.1	107	34.4	126	32.2	118	29.5	108	31.1	114

RELATIVE VOLUME OF CONSUMPTION
HEALTH CARE PRODUCTS & REMEDIES (P-25)
(FEMALES)

	TOTAL U.S. % DOWN	ATHLETE'S FOOT REMEDIES (NON-PRES.)		COLD, ALLERGY/ SINUS REMEDIES (NON-PRES.)		COUGH DROPS (NON-PRES.)		COUGH SYRUP (NON-PRES.)		EYE DROPS & EYE WASH (NON-PRES.)		HEADACHE REM./ PAIN RELIEVERS (NON-PRES.)	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0												
FEMALE HOMEMAKERS	91.5	100.0	100	91.6	100	93.5	100	91.2	100	92.6	101	92.9	101
EMPLOYED MOTHERS	21.1	19.9	94	21.3	101	20.9	99	19.5	92	17.4	82	18.0	85
18 - 24	16.6	16.7	100	14.0	84	14.3	86	16.7	100	13.1	79	12.4	74
25 - 34	22.8	16.3	71	25.7	113	22.8	100	22.7	99	19.9	87	19.0	83
35 - 44	16.7	25.6	153	17.6	105	13.9	83	13.0	78	15.5	93	15.4	92
45 - 54	12.9	12.5	96	13.4	104	12.6	97	14.9	115	10.8	83	13.2	102
55 - 64	13.4	15.3	114	13.6	102	15.5	116	16.0	120	14.9	111	17.3	129
65 OR OLDER	17.5	13.7	78	15.7	90	20.9	120	16.7	95	25.9	148	22.8	130
18 - 34	39.5	33.0	84	39.7	101	37.1	94	39.4	100	32.9	83	31.4	80
18 - 49	62.3	64.9	104	63.0	101	58.9	94	60.4	97	54.2	87	53.1	85
25 - 54	52.5	54.4	104	56.7	108	49.3	94	50.6	96	46.1	88	47.5	91
35 - 49	22.9	32.0	140	23.2	102	21.8	95	21.0	92	21.3	93	21.8	95
50 OR OLDER	37.7	35.1	93	37.0	98	41.1	109	39.6	105	45.8	122	46.9	124
GRADUATED COLLEGE	13.7	9.2	67	11.2	82	9.3	68	8.4	61	12.6	92	11.6	85
ATTENDED COLLEGE	17.3	9.2	53	14.4	83	14.5	84	13.0	75	15.5	90	15.3	89
GRADUATED HIGH SCHOOL	41.7	48.3	116	43.0	103	46.2	111	40.2	96	39.4	94	39.8	95
DID NOT GRADUATE HIGH SCHOOL	27.3	33.3	122	31.4	115	30.0	110	38.5	141	32.4	119	33.3	122
EMPLOYED FULL-TIME	40.1	37.4	93	40.2	100	34.9	87	32.3	80	38.7	97	35.4	88
EMPLOYED PART-TIME	9.6	6.0	62	7.6	79	8.4	88	9.2	95	7.8	81	8.2	85
NOT EMPLOYED	50.3	56.6	113	52.2	104	56.7	113	58.6	117	53.5	106	56.4	112
PROFESSIONAL/MANAGER	12.2	7.1	58	9.8	80	9.2	75	7.3	60	10.0	82	11.1	91
TECH/CLERICAL/SALES	22.2	14.3	64	19.7	89	17.9	81	16.6	75	23.6	106	18.6	84
PRECISION/CRAFT	1.2	1.6	143	1.2	103	0.7	63	1.4	119	1.1	96	1.0	86
OTHER EMPLOYED	14.1	20.4	144	17.1	121	15.5	109	16.1	114	11.8	83	12.9	91
SINGLE	18.1	17.4	96	17.2	95	14.7	82	18.3	101	16.1	89	15.4	85
MARRIED	58.4	63.2	108	58.1	100	63.0	108	56.3	96	53.3	91	58.0	99
DIVORCED/SEPARATED/WIDOWED	23.5	19.3	82	24.6	105	22.3	95	25.4	108	30.6	130	26.6	113
PARENTS	38.3	43.0	112	42.9	112	41.6	109	42.0	109	29.0	76	34.2	89
WHITE	86.4	76.4	88	82.2	95	86.1	100	73.1	85	83.7	97	86.6	100
BLACK	11.4	22.9	201	16.1	142	12.8	112	24.6	216	13.6	119	11.9	105
OTHER	2.2	0.7	32	1.7	75	1.2	52	2.3	105	2.7	120	1.5	65
NORTHEAST-CENSUS	22.4	19.9	89	20.7	92	29.1	130	26.8	120	18.0	81	22.7	102
NORTH CENTRAL	25.1	20.3	81	24.6	98	27.8	111	22.6	90	18.1	72	24.0	96
SOUTH	34.0	37.6	111	39.5	116	27.0	79	38.1	112	39.9	117	35.7	105
WEST	18.5	22.2	120	15.2	82	16.2	87	12.5	67	23.9	129	17.6	95
NORTHEAST-MKTG.	22.8	17.9	78	21.6	95	27.0	118	26.0	114	20.5	90	22.1	97
EAST CENTRAL	14.8	9.5	64	13.5	91	17.1	116	12.0	81	9.8	66	14.3	97
WEST CENTRAL	16.9	17.5	103	17.4	103	17.5	103	15.8	93	13.5	80	16.5	98
SOUTH	29.1	36.5	125	34.4	118	24.2	83	34.9	120	35.1	121	31.5	108
PACIFIC	16.4	18.8	115	13.0	80	14.3	87	11.2	69	21.1	129	15.6	95
COUNTY SIZE A	41.5	43.6	105	40.4	97	38.7	93	36.1	87	37.3	90	37.0	89
COUNTY SIZE B	30.3	25.8	85	30.1	99	30.3	100	34.1	112	30.7	101	31.8	105
COUNTY SIZE C	15.4	16.4	107	15.6	101	16.9	110	15.0	98	17.2	112	17.4	113
COUNTY SIZE D	12.8	14.2	111	13.9	108	14.0	110	14.8	115	14.7	115	13.8	108
METRO CENTRAL CITY	30.3	33.7	111	29.3	97	25.2	83	32.7	108	31.2	103	28.4	94
METRO SUBURBAN	45.1	40.6	90	44.6	99	48.3	107	40.0	89	41.8	93	44.9	100
NON METRO	24.6	25.8	105	26.0	106	26.5	108	27.3	111	27.0	110	26.7	109
TOP 5 ADI'S	23.6	31.2	132	24.6	104	26.6	113	24.9	106	22.6	96	22.2	94
TOP 10 ADI'S	32.5	34.8	107	32.8	101	33.6	103	31.9	98	30.2	93	29.1	90
TOP 20 ADI'S	46.2	45.9	99	44.0	95	44.6	97	40.3	87	42.6	92	41.9	91
HSHLD INC. \$50,000 OR MORE	9.0	3.6	40	8.8	98	4.3	48	3.8	43	9.2	103	8.5	95
\$40,000 OR MORE	17.2	9.3	54	14.5	84	10.3	60	9.3	54	16.4	95	15.4	89
\$30,000 OR MORE	32.0	26.0	81	28.3	88	24.9	78	24.2	75	29.3	91	28.8	90
\$25,000 OR MORE	41.2	34.2	83	37.0	90	33.2	81	32.0	78	38.0	92	37.2	90
\$20,000 - \$24,999	11.2	8.4	75	9.9	88	10.9	97	8.8	78	9.7	86	9.5	84
\$15,000 - \$19,999	10.4	10.3	99	10.3	99	12.4	119	10.4	100	8.6	83	10.4	100
\$10,000 - \$14,999	15.2	20.0	131	18.4	121	18.2	120	16.9	111	15.2	100	18.0	118
UNDER \$10,000	22.0	27.1	124	24.4	111	25.2	115	32.0	146	28.4	130	24.9	113
HOUSEHOLD OF 1 PERSON	13.6	9.5	70	11.8	87	13.0	96	10.3	76	19.4	143	15.4	113
2 PEOPLE	30.6	28.3	93	28.2	92	28.9	94	29.5	96	34.3	112	33.0	108
3 OR 4 PEOPLE	38.7	40.1	104	37.7	97	40.5	105	34.2	88	34.5	89	35.5	92
5 OR MORE PEOPLE	17.2	22.0	128	22.3	130	17.6	103	26.1	152	11.8	69	16.2	94
NO CHILD IN HSHLD	56.3	48.6	86	50.4	90	52.5	93	50.8	90	67.2	119	60.4	107
CHILD(REN) UNDER 2 YRS	6.8	6.4	94	7.9	116	6.6	97	6.8	99	4.3	63	5.1	75
2 - 5 YEARS	17.2	20.5	119	17.2	100	18.2	106	21.2	123	12.0	70	14.7	86
6 - 11 YEARS	18.4	22.4	122	23.7	129	20.7	113	25.5	139	14.4	78	17.6	96
12 - 17 YEARS	21.7	32.2	148	27.3	126	27.4	126	28.2	130	16.8	77	21.1	97
RESIDENCE OWNED	69.4	59.1	85	67.4	97	72.4	104	63.9	92	69.4	100	70.5	102
VALUE: \$50,000 OR MORE	40.0	25.8	65	36.2	91	38.4	96	31.0	78	37.4	94	38.1	95
VALUE: UNDER \$50,000	29.4	33.3	113	31.2	106	34.0	116	32.9	112	32.0	109	32.4	110

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
HEALTH CARE PRODUCTS & REMEDIES (P-25)
(MALES)

	TOTAL U.S. % DOWN	INDIGESTION & UPSET STOM REM (NON-PRES.)		LAXATIVES (NON-PRES.)		NASAL SPRAYS (NON-PRES.)		PAIN RELIEVING RUBS & LIQUIDS (NON-PRES.)		SUNTAN & SUN SCREEN PRODUCTS		% DOWN	D INDEX
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX		
TOTAL MALES	100.0												
HOUSEHOLD HEADS	83.8	87.7	105	86.4	103	84.6	101	86.0	103	81.4	97		
18 - 24	17.6	14.1	80	12.9	73	11.9	68	14.8	84	20.6	117		
25 - 34	24.4	18.7	77	13.6	56	20.1	82	16.9	69	29.6	121		
35 - 44	17.9	16.7	93	11.8	66	21.5	120	12.9	72	19.8	111		
45 - 54	13.7	16.3	119	13.2	96	11.9	86	12.7	92	14.2	103		
55 - 64	13.1	16.3	125	19.7	150	15.4	118	16.8	128	9.4	72		
65 OR OLDER	13.3	17.8	134	28.8	217	19.2	145	25.9	195	6.3	48		
18 - 34	42.0	32.8	78	26.5	63	32.0	76	31.7	76	50.2	120		
18 - 49	66.7	57.0	85	43.1	65	59.4	89	51.0	76	77.6	116		
25 - 54	56.0	51.8	92	38.6	69	53.4	95	42.5	76	63.6	114		
35 - 49	24.8	24.2	98	16.7	67	27.4	111	19.3	78	27.4	111		
50 OR OLDER	33.3	43.0	129	56.9	171	40.6	122	49.0	147	22.4	67		
GRADUATED COLLEGE	20.2	16.4	81	12.1	60	16.9	84	11.2	56	24.2	120		
ATTENDED COLLEGE	17.2	14.7	85	14.5	85	14.2	83	11.1	64	21.7	126		
GRADUATED HIGH SCHOOL	36.1	36.9	102	28.9	80	31.8	88	35.2	97	36.2	100		
DID NOT GRADUATE HIGH SCHOOL	26.6	32.1	121	44.4	167	37.1	140	42.6	160	17.9	67		
EMPLOYED FULL-TIME	66.0	61.7	94	48.1	73	60.3	91	51.0	77	72.7	110		
EMPLOYED PART-TIME	5.2	3.7	70	4.8	92	3.3	63	4.0	76	6.9	134		
NOT EMPLOYED	28.8	34.6	120	47.1	164	36.4	126	45.1	156	20.3	71		
PROFESSIONAL/MANAGER	19.0	17.1	90	12.8	67	19.1	101	12.7	67	22.7	120		
TECH/CLERICAL/SALES	14.2	11.3	79	8.4	59	10.8	76	8.6	60	18.0	127		
PRECISION/CRAFT	14.6	14.5	99	11.5	79	14.9	101	10.0	68	16.0	109		
OTHER EMPLOYED	23.4	22.5	96	20.2	86	18.8	81	23.7	101	22.9	98		
SINGLE	24.7	17.7	72	22.0	89	21.5	87	16.7	67	28.0	114		
MARRIED	65.5	73.7	113	67.3	103	67.8	104	74.1	113	64.0	98		
DIVORCED/SEPARATED/WIDOWED	9.8	8.6	87	10.7	109	10.6	108	9.2	94	8.0	81		
PARENTS	32.0	30.1	94	19.1	60	27.0	84	26.3	82	36.6	114		
WHITE	87.9	89.3	102	83.4	95	86.6	99	82.5	94	94.2	107		
BLACK	10.0	9.2	92	16.0	161	12.3	123	16.1	161	4.2	42		
OTHER	2.1	1.5	72	0.6	26	1.1	52	1.4	65	1.6	76		
NORTHEAST-CENSUS	21.7	20.3	94	22.7	105	15.0	69	15.1	70	21.2	98		
NORTH CENTRAL	25.8	26.1	101	22.5	87	23.0	89	25.4	98	22.2	86		
SOUTH	33.7	38.2	114	42.2	125	44.4	132	43.9	130	36.8	109		
WEST	18.8	15.3	81	12.7	67	17.6	94	15.6	83	19.8	105		
NORTHEAST-MKTG.	22.7	19.8	88	24.5	108	17.2	76	14.3	63	22.2	98		
EAST CENTRAL	14.8	16.7	113	12.3	83	14.8	100	17.0	115	13.7	92		
WEST CENTRAL	17.1	15.3	90	14.8	87	13.4	79	16.4	96	13.4	78		
SOUTH	29.2	35.2	121	36.4	125	38.3	131	38.8	133	33.1	113		
PACIFIC	16.2	12.9	79	12.1	74	16.3	100	13.5	83	17.7	109		
COUNTY SIZE A	41.1	36.9	90	40.0	97	39.7	97	32.9	80	44.9	109		
COUNTY SIZE B	30.0	30.2	100	31.1	104	28.2	94	31.8	106	29.5	98		
COUNTY SIZE C	16.0	18.4	115	15.7	98	17.2	108	17.0	106	16.0	100		
COUNTY SIZE D	12.9	14.6	113	13.1	102	14.9	116	18.4	143	9.6	75		
METRO CENTRAL CITY	29.3	25.8	88	29.6	101	25.1	86	30.1	103	29.3	100		
METRO SUBURBAN	46.6	46.1	99	43.6	94	47.5	102	38.1	82	50.1	108		
NON METRO	24.2	28.0	116	26.8	111	27.5	114	31.8	132	20.6	85		
TOP 5 ADI'S	23.6	21.1	90	26.5	112	22.5	95	18.1	77	25.4	108		
TOP 10 ADI'S	33.0	28.3	86	37.7	114	28.1	85	24.5	74	35.1	107		
TOP 20 ADI'S	46.2	41.9	91	45.0	97	43.0	93	38.5	83	50.4	109		
HSHLD INC. \$50,000 OR MORE	11.8	11.1	94	5.4	46	6.9	59	5.1	44	14.8	126		
\$40,000 OR MORE	22.7	18.5	81	13.1	58	16.1	71	12.9	57	28.7	126		
\$30,000 OR MORE	39.6	34.2	86	25.6	65	32.0	81	24.5	62	49.7	126		
\$25,000 OR MORE	50.3	43.8	87	33.6	67	45.8	91	34.1	68	61.5	122		
\$20,000 - \$24,999	10.9	12.7	116	16.7	153	11.9	109	13.1	120	9.6	88		
\$15,000 - \$19,999	10.0	10.7	106	11.5	114	10.6	106	10.6	105	8.7	86		
\$10,000 - \$14,999	14.0	18.0	129	15.8	113	12.0	86	17.0	121	10.6	76		
UNDER \$10,000	14.7	14.9	101	22.4	152	19.7	134	25.3	172	9.6	65		
HOUSEHOLD OF 1 PERSON	9.4	7.5	80	12.9	138	11.0	117	7.3	77	7.3	77		
2 PEOPLE	31.2	39.4	126	44.5	143	35.1	112	41.3	132	29.1	93		
3 OR 4 PEOPLE	41.2	37.5	91	29.2	71	32.5	79	34.0	83	45.0	109		
5 OR MORE PEOPLE	18.1	15.6	86	13.3	73	21.5	118	17.4	96	18.7	103		
NO CHILD IN HSHLD	59.0	62.3	106	77.1	131	62.3	106	65.5	111	52.9	90		
CHILD(REN) UNDER 2 YRS	6.1	4.6	75	2.1	35	4.9	81	6.6	109	6.5	107		
2 - 5 YEARS	14.0	12.4	88	7.6	54	10.2	73	12.9	92	14.4	103		
6 - 11 YEARS	17.9	18.4	103	8.6	48	23.3	130	14.4	80	21.6	121		
12 - 17 YEARS	22.0	21.5	98	12.9	59	21.6	98	17.9	81	25.8	118		
RESIDENCE OWNED	71.2	74.6	105	75.3	106	71.1	100	71.9	101	70.8	99		
VALUE: \$50,000 OR MORE	43.9	40.8	93	40.9	93	38.6	88	32.0	73	48.5	111		
VALUE: UNDER \$50,000	27.2	33.8	124	34.4	126	32.5	119	39.9	147	22.2	82		

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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 **NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
HEALTH CARE PRODUCTS & REMEDIES (P-25)
(FEMALES)

	TOTAL U.S. % DOWN	INDIGESTION & UPSET STOM REM (NON-PRES.)		LAXATIVES (NON-PRES.)		NASAL SPRAYS (NON-PRES.)		PAIN RELIEVING RUBS & LIQUIDS (NON-PRES.)		SUNTAN & SUN SCREEN PRODUCTS		% DOWN	INDEX
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX		
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100		
FEMALE HOMEMAKERS	91.5	94.6	103	95.0	104	90.6	99	93.8	103	88.3	96		
EMPLOYED MOTHERS	21.1	15.6	74	15.3	72	17.5	83	11.3	54	27.5	130		
18 - 24	16.6	11.0	66	8.3	50	14.1	85	9.7	59	24.7	149		
25 - 34	22.8	18.9	83	16.3	71	16.3	71	10.8	47	27.7	121		
35 - 44	16.7	14.4	86	10.7	64	17.2	103	13.1	79	21.2	127		
45 - 54	12.9	14.3	110	14.1	109	13.3	102	14.1	109	12.0	93		
55 - 64	13.4	15.3	114	20.0	150	15.5	116	18.1	135	8.4	63		
65 OR OLDER	17.5	26.1	150	30.6	175	23.6	135	34.1	195	5.9	34		
18 - 34	39.5	29.9	76	24.6	62	30.4	77	20.6	52	52.5	133		
18 - 49	62.3	51.9	83	41.2	66	53.8	86	41.5	66	80.3	129		
25 - 54	52.5	47.5	91	41.2	78	46.7	89	38.1	73	61.0	116		
35 - 49	22.9	22.0	96	16.6	73	23.4	102	20.9	91	27.8	122		
50 OR OLDER	37.7	48.1	128	58.8	156	46.2	123	58.5	155	19.7	52		
GRADUATED COLLEGE	13.7	9.1	66	11.2	81	7.3	53	8.1	59	15.9	116		
ATTENDED COLLEGE	17.3	12.4	72	12.3	71	14.9	86	9.6	56	22.2	128		
GRADUATED HIGH SCHOOL	41.7	40.2	96	37.9	91	43.1	103	33.5	80	42.6	102		
DID NOT GRADUATE HIGH SCHOOL	27.3	38.3	140	38.7	142	34.6	127	48.8	179	19.3	71		
EMPLOYED FULL-TIME	40.1	31.3	78	31.0	77	34.1	85	23.6	59	48.5	121		
EMPLOYED PART-TIME	9.6	7.5	77	6.6	68	8.5	88	5.2	54	11.3	117		
NOT EMPLOYED	50.3	61.2	122	62.4	124	57.4	114	71.2	142	40.2	80		
PROFESSIONAL/MANAGER	12.2	8.4	69	10.0	82	8.6	70	5.4	44	15.0	123		
TECH/CLERICAL/SALES	22.2	15.4	69	15.4	69	16.7	75	8.9	40	27.9	126		
PRECISION/CRAFT	1.2	1.0	86	1.1	97	2.1	184	0.9	79	1.5	132		
OTHER EMPLOYED	14.1	14.0	99	11.0	78	15.2	107	13.6	96	15.3	108		
SINGLE	18.1	12.2	67	13.8	76	14.3	79	12.6	70	22.5	124		
MARRIED	58.4	59.5	102	54.2	93	59.1	101	54.7	94	60.3	103		
DIVORCED/SEPARATED/WIDOWED	23.5	28.3	121	32.1	137	26.6	113	32.6	139	17.3	74		
PARENTS	38.3	32.1	84	25.8	67	34.6	90	28.6	74	48.4	126		
WHITE	86.4	85.0	98	81.8	95	80.5	93	77.0	89	93.9	109		
BLACK	11.4	13.7	120	16.7	147	17.0	149	19.7	173	3.4	30		
OTHER	2.2	1.3	60	1.5	68	2.5	110	3.3	146	2.8	123		
NORTHEAST-CENSUS	22.4	20.9	93	20.7	92	21.7	97	19.8	88	24.0	107		
NORTH CENTRAL	25.1	25.8	103	24.7	98	20.8	83	22.2	88	21.9	87		
SOUTH	34.0	39.3	116	42.1	124	46.8	138	43.7	129	31.3	92		
WEST	18.5	13.9	75	12.6	68	10.7	58	14.3	77	22.8	123		
NORTHEAST-MKTG.	22.8	20.5	90	21.1	93	23.4	103	19.2	84	24.8	109		
EAST CENTRAL	14.8	16.5	112	14.0	95	13.8	93	13.5	91	14.4	97		
WEST CENTRAL	16.9	15.8	93	16.4	97	12.9	76	14.9	88	15.0	89		
SOUTH	29.1	34.9	120	37.0	127	40.3	138	39.9	137	26.0	89		
PACIFIC	16.4	12.3	75	11.4	70	9.6	59	12.6	77	19.8	121		
COUNTY SIZE A	41.5	34.0	82	33.6	81	39.3	95	34.1	82	43.5	105		
COUNTY SIZE B	30.3	34.0	112	30.6	101	28.8	95	32.4	107	29.7	98		
COUNTY SIZE C	15.4	17.2	112	18.5	120	14.9	97	15.5	101	17.2	112		
COUNTY SIZE D	12.8	14.9	116	17.3	135	16.9	132	18.1	141	9.6	75		
METRO CENTRAL CITY	30.3	26.2	86	31.2	103	30.0	99	29.6	98	28.9	95		
METRO SUBURBAN	45.1	44.8	99	38.3	85	38.3	85	37.6	83	50.2	111		
NON METRO	24.6	29.0	118	30.5	124	31.8	129	32.8	133	20.9	85		
TOP 5 ADI'S	23.6	18.4	78	20.1	85	20.8	88	19.6	83	25.1	106		
TOP 10 ADI'S	32.5	23.7	73	29.7	92	31.2	96	26.8	82	33.8	104		
TOP 20 ADI'S	46.2	38.1	82	39.6	86	42.7	92	39.4	85	48.9	106		
HSHLD INC. \$50,000 OR MORE	9.0	5.6	63	5.7	63	6.8	75	3.5	39	12.2	137		
\$40,000 OR MORE	17.2	10.8	63	11.0	64	13.2	77	7.0	41	23.0	133		
\$30,000 OR MORE	32.0	24.8	77	22.1	69	25.4	79	17.1	53	40.2	126		
\$25,000 OR MORE	41.2	32.2	78	30.7	75	32.4	79	24.5	60	51.2	124		
\$20,000 - \$24,999	11.2	8.5	76	11.9	106	11.7	104	8.8	78	13.5	120		
\$15,000 - \$19,999	10.4	10.3	99	11.0	105	13.2	127	9.9	95	10.3	99		
\$10,000 - \$14,999	15.2	17.4	114	16.5	109	15.2	100	21.4	140	12.9	84		
UNDER \$10,000	22.0	31.6	144	29.9	136	27.5	125	35.3	161	12.1	55		
HOUSEHOLD OF 1 PERSON	13.6	16.4	121	19.4	143	12.6	93	16.5	122	7.9	58		
2 PEOPLE	30.6	35.6	116	39.8	130	34.9	114	37.0	121	27.3	89		
3 OR 4 PEOPLE	38.7	31.7	82	28.0	72	36.4	94	30.1	78	43.8	113		
5 OR MORE PEOPLE	17.2	16.3	95	12.9	75	16.1	94	16.4	95	21.0	122		
NO CHILD IN HSHLD	56.3	63.7	113	70.5	125	58.8	104	67.3	120	45.4	81		
CHILD(REN) UNDER 2 YRS	6.8	6.5	95	3.5	51	7.2	105	5.3	78	7.7	113		
2 - 5 YEARS	17.2	14.6	85	12.0	70	11.7	68	10.7	62	20.2	117		
6 - 11 YEARS	18.4	17.5	95	12.2	66	17.7	97	13.4	73	22.3	121		
12 - 17 YEARS	21.7	18.6	86	15.9	74	22.6	104	20.7	95	28.2	130		
RESIDENCE OWNED	69.4	69.9	101	73.3	106	64.8	93	70.7	102	68.9	99		
VALUE: \$50,000 OR MORE	40.0	33.5	84	37.2	93	33.2	83	29.7	74	43.3	108		
VALUE: UNDER \$50,000	29.4	36.4	124	36.1	123	31.6	107	41.0	139	25.6	87		

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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RELATIVE VOLUME OF CONSUMPTION
HEALTH CARE PRODUCTS & REMEDIES (P-25)
(MALES)

	TOTAL U.S. % DOWN	THROAT LOZENGES MEDICATED		VITAMINS (NON-PRES.)									
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL MALES	100.0			100.0									
HOUSEHOLD HEADS	83.8	81.3	97	86.0	103								
18 - 24	17.6	18.6	106	13.9	79								
25 - 34	24.4	22.4	92	25.2	103								
35 - 44	17.9	18.0	100	18.2	101								
45 - 54	13.7	13.5	98	14.0	102								
55 - 64	13.1	10.5	81	14.5	110								
65 OR OLDER	13.3	17.0	128	14.2	107								
18 - 34	42.0	40.9	97	39.2	93								
18 - 49	66.7	65.8	99	64.2	96								
25 - 54	56.0	53.8	96	57.4	102								
35 - 49	24.8	24.9	100	25.0	101								
50 OR OLDER	33.3	34.2	103	35.8	108								
GRADUATED COLLEGE	20.2	13.6	67	24.1	119								
ATTENDED COLLEGE	17.2	16.1	93	17.7	103								
GRADUATED HIGH SCHOOL	36.1	33.7	93	35.6	99								
DID NOT GRADUATE HIGH SCHOOL	26.6	36.7	138	22.7	85								
EMPLOYED FULL-TIME	66.0	58.1	88	66.2	100								
EMPLOYED PART-TIME	5.2	5.2	101	5.0	96								
NOT EMPLOYED	28.8	36.7	127	28.8	100								
PROFESSIONAL/MANAGER	19.0	12.2	64	21.3	113								
TECH/CLERICAL/SALES	14.2	11.9	84	14.8	104								
PRECISION/CRAFT	14.6	14.8	101	13.9	95								
OTHER EMPLOYED	23.4	24.4	104	21.2	91								
SINGLE	24.7	21.4	87	22.5	91								
MARRIED	65.5	67.7	103	67.8	104								
DIVORCED/SEPARATED/WIDOWED	9.8	10.8	110	9.7	99								
PARENTS	32.0	34.1	106	30.3	95								
WHITE	87.9	84.4	96	90.5	103								
BLACK	10.0	13.9	140	7.8	78								
OTHER	2.1	1.6	76	1.7	80								
NORTHEAST-CENSUS	21.7	18.0	83	21.4	99								
NORTH CENTRAL	25.8	23.0	89	22.9	89								
SOUTH	33.7	39.0	116	32.4	96								
WEST	18.8	20.0	106	23.2	124								
NORTHEAST-MKTG.	22.7	18.3	81	22.0	97								
EAST CENTRAL	14.8	15.2	102	13.4	91								
WEST CENTRAL	17.1	15.4	90	16.2	95								
SOUTH	29.2	35.4	121	28.6	98								
PACIFIC	16.2	15.9	98	19.8	122								
COUNTY SIZE A	41.1	36.0	87	42.6	104								
COUNTY SIZE B	30.0	31.6	105	30.9	103								
COUNTY SIZE C	16.0	16.6	104	16.3	102								
COUNTY SIZE D	12.9	15.9	123	10.2	80								
METRO CENTRAL CITY	29.3	34.8	119	31.5	108								
METRO SUBURBAN	46.6	39.6	85	47.7	102								
NON METRO	24.2	25.7	106	20.8	86								
TOP 5 ADI'S	23.6	22.2	94	26.0	110								
TOP 10 ADI'S	33.0	27.7	84	33.1	100								
TOP 20 ADI'S	46.2	39.7	86	47.6	103								
HSGLD INC. \$50,000 OR MORE	11.8	7.8	66	13.6	116								
\$40,000 OR MORE	22.7	18.6	82	25.0	110								
\$30,000 OR MORE	39.6	32.4	82	43.0	109								
\$25,000 OR MORE	50.3	42.2	84	53.5	106								
\$20,000 - \$24,999	10.9	8.8	81	10.5	96								
\$15,000 - \$19,999	10.0	9.9	98	9.6	95								
\$10,000 - \$14,999	14.0	18.9	135	13.0	93								
UNDER \$10,000	14.7	20.2	137	13.4	91								
HOUSEHOLD OF 1 PERSON	9.4	9.5	101	9.5	101								
2 PEOPLE	31.2	27.8	89	35.0	112								
3 OR 4 PEOPLE	41.2	41.9	102	41.1	100								
5 OR MORE PEOPLE	18.1	20.8	115	14.4	80								
NO CHILD IN HSHLD	59.0	54.0	91	62.9	107								
CHILD(REN) UNDER 2 YRS	6.1	8.2	136	5.5	91								
2 - 5 YEARS	14.0	12.9	92	13.4	96								
6 - 11 YEARS	17.9	17.9	100	15.9	89								
12 - 17 YEARS	22.0	26.1	119	19.6	89								
RESIDENCE OWNED	71.2	67.2	94	72.2	101								
VALUE: \$50,000 OR MORE	43.9	36.8	84	47.4	108								
VALUE: UNDER \$50,000	27.2	30.4	112	24.8	91								

RELATIVE VOLUME OF CONSUMPTION
HEALTH CARE PRODUCTS & REMEDIES (P-25)
(FEMALES)

	TOTAL U.S. % DOWN	THROAT LOZENGES MEDICATED		VITAMINS (NON-PRES.)											
		% DOWN	D INDEX	% DOWN	D INDEX										
TOTAL FEMALES	100.0														
FEMALE HOMEOWNERS	91.5														
EMPLOYED MOTHERS	21.1														
18 - 24	16.6														
25 - 34	22.8														
35 - 44	16.7														
45 - 54	12.9														
55 - 64	13.4														
65 OR OLDER	17.5														
18 - 34	39.5														
18 - 49	62.3														
25 - 54	52.5														
35 - 49	22.9														
50 OR OLDER	37.7														
GRADUATED COLLEGE	13.7														
ATTENDED COLLEGE	17.3														
GRADUATED HIGH SCHOOL	41.7														
DID NOT GRADUATE HIGH SCHOOL	27.3														
EMPLOYED FULL-TIME	40.1														
EMPLOYED PART-TIME	9.6														
NOT EMPLOYED	50.3														
PROFESSIONAL/MANAGER	12.2														
TECH/CLERICAL/SALES	22.2														
PRECISION/CRAFT	1.2														
OTHER EMPLOYED	14.1														
SINGLE	18.1														
MARRIED	58.4														
DIVORCED/SEPARATED/WIDOWED	23.5														
PARENTS	38.3														
WHITE	86.4														
BLACK	11.4														
OTHER	2.2														
NORTHEAST-CENSUS	22.4														
NORTH CENTRAL	25.1														
SOUTH	34.0														
WEST	18.5														
NORTHEAST-MKTG.	22.8														
EAST CENTRAL	14.8														
WEST CENTRAL	16.9														
SOUTH	29.1														
PACIFIC	16.4														
COUNTY SIZE A	41.5														
COUNTY SIZE B	30.3														
COUNTY SIZE C	15.4														
COUNTY SIZE D	12.8														
METRO CENTRAL CITY	30.3														
METRO SUBURBAN	45.1														
NON METRO	24.6														
TOP 5 ADI'S	23.6														
TOP 10 ADI'S	32.5														
TOP 20 ADI'S	46.2														
HSHLD INC. \$50,000 OR MORE	9.0														
\$40,000 OR MORE	17.2														
\$30,000 OR MORE	32.0														
\$25,000 OR MORE	41.2														
\$20,000 - \$24,999	11.2														
\$15,000 - \$19,999	10.4														
\$10,000 - \$14,999	15.2														
UNDER \$10,000	22.0														
HOUSEHOLD OF 1 PERSON	13.6														
2 PEOPLE	30.6														
3 OR 4 PEOPLE	38.7														
5 OR MORE PEOPLE	17.2														
NO CHILD IN HSHLD	56.3														
CHILD(REN) UNDER 2 YRS	6.8														
2 - 5 YEARS	17.2														
6 - 11 YEARS	18.4														
12 - 17 YEARS	21.7														
RESIDENCE OWNED	69.4														
VALUE: \$50,000 OR MORE	40.0														
VALUE: UNDER \$50,000	29.4														

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
ORAL HYGIENE PRODUCTS, SKIN CARE & DEODORANTS (P-26)
(MALES)

	TOTAL U.S. % DOWN	BREATH FRESHENERS		DENTURE CLEANSERS		DEODORANTS & ANTIPERSPIRANT		HAND AND BODY CREAM, LOTION OR OIL		MEDICATED SKIN CARE PRODUCTS		% DOWN	D INDEX
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX		
TOTAL MALES	100.0												
HOUSEHOLD HEADS	83.8	100.0	100	89.4	107	83.0	99	85.6	102	82.0	98		
18 - 24	17.6	19.9	113	7.7	44	19.2	109	15.4	88	20.3	115		
25 - 34	24.4	24.6	101	8.2	34	25.6	105	24.2	99	23.6	97		
35 - 44	17.9	18.5	104	12.3	69	19.1	107	18.5	103	16.4	91		
45 - 54	13.7	12.5	91	18.0	131	13.7	100	13.8	100	12.9	94		
55 - 64	13.1	12.2	94	22.9	175	11.5	88	14.0	107	12.8	98		
65 OR OLDER	13.3	12.2	92	30.8	232	10.8	82	14.1	106	14.1	106		
18 - 34	42.0	44.4	106	15.9	38	44.8	107	39.6	94	43.9	104		
18 - 49	66.7	69.4	104	36.5	55	70.9	106	65.4	98	67.0	100		
25 - 54	56.0	55.6	99	38.5	69	58.4	104	56.5	101	52.8	94		
35 - 49	24.8	25.0	101	20.6	83	26.1	105	25.8	104	23.1	93		
50 OR OLDER	33.3	30.6	92	63.5	191	29.1	87	34.6	104	33.0	99		
GRADUATED COLLEGE	20.2	17.6	87	11.5	57	19.7	98	18.2	90	18.3	91		
ATTENDED COLLEGE	17.2	17.4	101	9.3	54	17.9	104	15.6	91	16.7	97		
GRADUATED HIGH SCHOOL	36.1	37.7	105	35.0	97	37.4	104	35.8	99	35.3	98		
DID NOT GRADUATE HIGH SCHOOL	26.6	27.3	103	44.2	166	25.0	94	30.4	114	29.6	112		
EMPLOYED FULL-TIME	66.0	65.1	99	47.2	72	68.6	104	66.1	100	62.5	95		
EMPLOYED PART-TIME	5.2	5.7	109	4.1	79	5.1	98	4.2	82	5.9	114		
NOT EMPLOYED	28.8	29.2	101	48.7	169	26.3	91	29.7	103	31.6	110		
PROFESSIONAL/MANAGER	19.0	17.6	93	9.1	48	19.0	100	17.3	91	16.6	88		
TECH/CLERICAL/SALES	14.2	15.4	108	9.3	66	15.2	107	12.7	89	12.8	90		
PRECISION/CRAFT	14.6	13.6	93	11.2	77	15.4	105	14.9	102	14.0	95		
OTHER EMPLOYED	23.4	24.2	103	21.6	92	24.1	103	25.4	109	25.0	107		
SINGLE	24.7	27.2	110	12.2	49	25.5	103	22.1	90	26.6	108		
MARRIED	65.5	64.1	98	74.3	113	65.4	100	69.2	106	64.2	98		
DIVORCED/SEPARATED/WIDOWED	9.8	8.7	89	13.5	137	9.1	93	8.6	88	9.1	93		
PARENTS	32.0	33.5	105	19.1	60	34.3	107	32.8	103	31.0	97		
WHITE	87.9	84.6	96	86.9	99	87.2	99	82.2	94	82.8	94		
BLACK	10.0	13.7	138	10.7	107	11.1	112	15.2	152	14.7	147		
OTHER	2.1	1.6	77	2.4	111	1.7	79	2.6	123	2.5	119		
NORTHEAST-CENSUS	21.7	18.4	85	24.5	113	21.5	99	16.4	75	18.3	84		
NORTH CENTRAL	25.8	23.7	92	25.5	99	25.1	97	23.3	90	24.4	95		
SOUTH	33.7	38.6	115	35.9	107	36.2	107	39.4	117	37.7	112		
WEST	18.8	19.3	103	14.1	75	17.3	92	20.9	111	19.6	104		
NORTHEAST-MKTG.	22.7	18.7	83	23.3	103	22.5	100	18.2	80	18.5	81		
EAST CENTRAL	14.8	14.4	97	17.0	115	14.9	101	13.5	91	15.0	101		
WEST CENTRAL	17.1	15.3	89	15.4	90	16.4	96	15.6	91	14.8	87		
SOUTH	29.2	34.9	119	32.2	110	31.3	107	34.9	119	33.8	116		
PACIFIC	16.2	16.7	103	12.1	74	14.8	91	17.9	110	17.9	110		
COUNTY SIZE A	41.1	38.1	93	33.2	81	40.4	98	39.8	97	41.7	101		
COUNTY SIZE B	30.0	32.4	108	31.4	104	30.8	102	29.4	98	30.1	100		
COUNTY SIZE C	16.0	16.4	102	19.4	121	15.7	99	15.4	96	14.7	92		
COUNTY SIZE D	12.9	13.2	102	16.0	124	13.1	102	15.4	120	13.5	105		
METRO CENTRAL CITY	29.3	31.1	106	28.3	97	27.9	95	30.0	103	30.9	106		
METRO SUBURBAN	46.6	43.3	93	40.5	87	47.7	102	43.6	94	44.3	95		
NON METRO	24.2	25.6	106	31.3	129	24.3	101	26.4	109	24.8	102		
TOP 5 ADI'S	23.6	21.6	92	21.1	89	22.8	97	22.4	95	24.9	106		
TOP 10 ADI'S	33.0	29.6	90	27.7	84	31.9	97	31.1	94	32.7	99		
TOP 20 ADI'S	46.2	42.0	91	40.1	87	45.3	98	43.3	94	46.5	101		
HSGLD INC. \$50,000 OR MORE	11.8	10.5	89	7.4	63	11.7	100	9.6	81	11.0	94		
\$40,000 OR MORE	22.7	21.8	96	14.4	63	23.0	101	20.2	89	21.4	94		
\$30,000 OR MORE	39.6	37.0	94	26.7	68	40.5	102	36.1	91	36.1	91		
\$25,000 OR MORE	50.3	47.3	94	34.9	69	51.3	102	46.4	92	46.8	93		
\$20,000 - \$24,999	10.9	11.0	101	11.8	108	11.1	102	11.1	101	11.2	103		
\$15,000 - \$19,999	10.0	10.3	103	12.0	120	10.2	102	10.7	107	10.6	105		
\$10,000 - \$14,999	14.0	14.7	105	21.1	151	13.4	96	16.0	114	15.2	109		
UNDER \$10,000	14.7	16.7	113	20.2	137	13.9	94	15.9	108	16.2	110		
HOUSEHOLD OF 1 PERSON	9.4	8.1	86	9.3	99	8.6	92	7.2	76	7.6	80		
2 PEOPLE	31.2	29.4	94	45.0	144	29.5	95	34.0	109	32.3	103		
3 OR 4 PEOPLE	41.2	40.9	99	31.7	77	42.9	104	40.6	99	40.3	98		
5 OR MORE PEOPLE	18.1	21.6	119	14.0	77	18.9	104	18.2	101	19.8	109		
NO CHILD IN HSHLD	59.0	56.4	96	74.3	126	56.3	95	58.0	98	58.5	99		
CHILD(REN) UNDER 2 YRS	6.1	4.9	81	2.1	34	6.6	109	6.1	101	6.2	102		
2 - 5 YEARS	14.0	15.0	107	4.7	33	15.4	109	15.2	108	15.7	112		
6 - 11 YEARS	17.9	19.8	111	11.0	62	19.2	107	20.2	113	19.7	110		
12 - 17 YEARS	22.0	24.0	109	18.1	83	23.5	107	22.3	101	22.3	102		
RESIDENCE OWNED	71.2	70.0	98	77.1	108	70.7	99	70.0	98	67.8	95		
VALUE: \$50,000 OR MORE	43.9	42.3	96	40.9	93	43.1	98	41.7	95	41.8	95		
VALUE: UNDER \$50,000	27.2	27.7	102	36.2	133	27.6	101	28.3	104	26.0	95		

RELATIVE VOLUME OF CONSUMPTION
ORAL HYGIENE PRODUCTS, SKIN CARE & DEODORANTS (P-26)
(FEMALES)

	TOTAL U.S. % DOWN	BREATH FRESHENERS		DENTURE CLEANSERS		DEODORANTS & ANTIPERSPIRANT		HAND AND BODY CREAM, LOTION OR OIL		MEDICATED SKIN CARE PRODUCTS		
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	
FEMALE HOMEMAKERS	91.5	89.9	98	95.6	104	90.5	99	91.8	100	88.5	97	
EMPLOYED MOTHERS	21.1	22.7	107	9.7	46	22.5	106	22.5	107	20.9	99	
18 - 24	16.6	19.4	117	5.6	34	18.2	109	15.3	92	21.3	128	
25 - 34	22.8	22.9	100	6.8	30	24.0	105	22.8	100	25.3	111	
35 - 44	16.7	17.6	105	11.6	70	18.1	108	17.7	106	15.7	94	
45 - 54	12.9	13.2	102	15.7	121	13.3	103	13.6	105	11.0	85	
55 - 64	13.4	12.5	94	24.2	181	12.7	95	14.0	105	12.3	92	
65 OR OLDER	17.5	14.3	82	36.1	206	13.9	79	16.6	95	14.5	83	
18 - 34	39.5	42.3	107	12.4	31	42.1	107	38.1	97	46.5	118	
18 - 49	62.3	66.2	106	30.6	49	66.5	107	62.5	100	67.5	108	
25 - 54	52.5	53.8	102	34.1	65	55.3	105	54.1	103	52.0	99	
35 - 49	22.9	23.9	105	18.2	80	24.4	107	24.4	107	20.9	92	
50 OR OLDER	37.7	33.8	90	69.4	184	33.5	89	37.5	100	32.5	86	
GRADUATED COLLEGE	13.7	11.4	83	5.0	36	13.5	98	14.7	107	15.0	110	
ATTENDED COLLEGE	17.3	18.5	107	10.5	61	18.2	105	18.5	107	18.3	106	
GRADUATED HIGH SCHOOL	41.7	42.5	102	40.5	97	43.6	104	41.6	100	40.6	97	
DID NOT GRADUATE HIGH SCHOOL	27.3	27.6	101	44.0	161	24.8	91	25.2	92	26.1	96	
EMPLOYED FULL-TIME	40.1	44.5	111	27.7	69	42.2	105	42.5	106	42.4	106	
EMPLOYED PART-TIME	9.6	9.7	101	5.9	62	9.8	102	10.1	105	9.7	100	
NOT EMPLOYED	50.3	45.7	91	66.4	132	48.0	95	47.5	94	47.9	95	
PROFESSIONAL/MANAGER	12.2	12.1	99	4.8	39	12.5	103	13.3	109	12.3	101	
TECH/CLERICAL/SALES	22.2	25.2	113	14.1	64	23.4	105	23.8	107	24.0	108	
PRECISION/CRAFT	1.2	1.2	103	0.9	74	1.2	101	1.2	100	1.0	87	
OTHER EMPLOYED	14.1	15.7	111	13.8	98	14.9	105	14.3	101	14.7	104	
SINGLE	18.1	20.9	116	8.6	47	19.4	107	17.8	98	23.5	130	
MARRIED	58.4	53.6	92	54.1	93	58.6	100	58.3	100	53.7	92	
DIVORCED/SEPARATED/WIDOWED	23.5	25.5	108	37.3	159	22.0	93	24.0	102	22.8	97	
PARENTS	38.3	38.0	99	19.4	51	40.9	107	38.9	101	38.3	100	
WHITE	86.4	84.1	97	85.8	99	86.5	100	85.5	99	85.2	99	
BLACK	11.4	14.1	124	13.1	115	11.9	104	12.2	108	12.4	109	
OTHER	2.2	1.8	81	1.1	49	1.6	72	2.2	101	2.3	103	
NORTHEAST-CENSUS	22.4	19.3	86	23.7	106	22.4	100	19.5	87	20.0	89	
NORTH CENTRAL	25.1	24.2	97	25.4	101	25.0	100	24.4	97	25.9	103	
SOUTH	34.0	35.6	105	38.4	113	35.0	103	34.4	101	35.4	104	
WEST	18.5	20.8	112	12.5	68	17.6	95	21.6	117	18.6	100	
NORTHEAST-MKTG.	22.8	19.0	84	22.5	99	23.0	101	19.8	87	20.7	91	
EAST CENTRAL	14.8	15.2	103	16.3	110	14.6	99	13.9	95	15.2	103	
WEST CENTRAL	16.9	15.8	93	16.1	95	17.1	101	17.4	102	18.3	108	
SOUTH	29.1	31.4	108	34.2	117	29.8	102	30.1	103	29.8	102	
PACIFIC	16.4	18.5	113	10.9	66	15.5	95	18.8	115	15.9	97	
COUNTY SIZE A	41.5	38.9	94	33.2	80	41.0	99	41.6	100	40.0	96	
COUNTY SIZE B	30.3	32.6	107	34.6	114	31.2	103	30.5	100	32.0	105	
COUNTY SIZE C	15.4	16.0	104	16.4	107	15.1	98	15.6	102	16.1	105	
COUNTY SIZE D	12.8	12.6	98	15.7	123	12.7	99	12.3	96	12.0	93	
METRO CENTRAL CITY	30.3	30.7	101	30.5	100	30.2	100	31.5	104	30.8	101	
METRO SUBURBAN	45.1	44.2	98	39.9	88	45.7	101	44.8	99	44.5	99	
NON METRO	24.6	25.1	102	29.7	121	24.1	98	23.7	97	24.8	101	
TOP 5 ADI'S	23.6	22.8	97	18.4	78	23.1	98	23.4	99	21.5	91	
TOP 10 ADI'S	32.5	29.7	91	26.4	81	31.8	98	32.4	100	29.2	90	
TOP 20 ADI'S	46.2	43.5	94	38.9	84	45.7	99	46.3	100	44.2	96	
HSGLD INC. \$50,000 OR MORE	9.0	8.7	97	4.3	48	9.2	103	9.6	107	8.4	94	
\$40,000 OR MORE	17.2	16.8	97	8.4	49	18.1	105	18.3	106	16.7	97	
\$30,000 OR MORE	32.0	31.8	99	19.0	59	33.3	104	33.7	105	31.7	99	
\$25,000 OR MORE	41.2	40.4	98	25.6	62	42.4	103	42.9	104	41.9	102	
\$20,000 - \$24,999	11.2	10.3	92	8.6	76	11.7	104	11.2	100	10.8	96	
\$15,000 - \$19,999	10.4	10.9	105	10.1	97	10.9	104	10.4	100	9.5	91	
\$10,000 - \$14,999	15.2	16.2	106	18.7	122	15.0	98	14.9	98	15.8	104	
UNDER \$10,000	22.0	22.2	101	37.0	169	20.1	91	20.5	93	22.0	100	
HOUSEHOLD OF 1 PERSON	13.6	12.6	93	23.3	172	11.6	85	13.7	101	12.0	88	
2 PEOPLE	30.6	31.0	101	38.5	126	29.2	96	30.9	101	30.3	99	
3 OR 4 PEOPLE	38.7	39.2	101	26.3	68	40.5	105	38.3	99	39.7	103	
5 OR MORE PEOPLE	17.2	17.3	101	11.9	69	18.7	109	17.1	100	18.1	105	
NO CHILD IN HSHLD	56.3	55.8	99	76.2	135	53.1	94	55.9	99	54.6	97	
CHILD(REN) UNDER 2 YRS	6.8	5.6	82	1.7	25	7.3	107	6.5	95	6.4	93	
2 - 5 YEARS	17.2	16.3	95	6.3	37	18.2	105	16.7	97	18.4	107	
6 - 11 YEARS	18.4	18.4	100	10.5	57	19.5	106	18.9	103	19.0	103	
12 - 17 YEARS	21.7	23.3	107	16.1	74	23.6	109	22.2	102	21.8	101	
RESIDENCE OWNED	69.4	67.2	97	73.3	106	69.0	99	70.4	101	67.8	98	
VALUE: \$50,000 OR MORE	40.0	36.2	91	31.9	80	39.6	99	41.5	104	38.7	97	
VALUE: UNDER \$50,000	29.4	30.9	105	41.4	141	29.3	100	28.9	98	29.1	99	

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
ORAL HYGIENE PRODUCTS, SKIN CARE & DEODORANTS (P-26)
(MALES)

	TOTAL U.S. % DOWN	MOUTHWASH		TOOTHPASTE									
		% DOWN	D INDEX	% DOWN	D INDEX								
TOTAL MALES	100.0	100.0	100	100.0	100								
HOUSEHOLD HEADS	83.8	84.1	100	82.7	99								
18 - 24	17.6	16.5	94	19.0	108								
25 - 34	24.4	21.1	86	25.5	105								
35 - 44	17.9	18.1	101	18.3	102								
45 - 54	13.7	13.6	99	13.3	97								
55 - 64	13.1	14.4	110	12.4	95								
65 OR OLDER	13.3	16.3	123	11.4	86								
18 - 34	42.0	37.6	90	44.5	106								
18 - 49	66.7	62.5	94	69.4	104								
25 - 54	56.0	52.7	94	57.2	102								
35 - 49	24.8	24.9	101	24.9	100								
50 OR OLDER	33.3	37.5	113	30.6	92								
GRADUATED COLLEGE	20.2	16.3	81	20.7	103								
ATTENDED COLLEGE	17.2	16.2	94	17.5	102								
GRADUATED HIGH SCHOOL	36.1	36.4	101	36.2	100								
DID NOT GRADUATE HIGH SCHOOL	26.6	31.2	117	25.6	96								
EMPLOYED FULL-TIME	66.0	61.2	93	67.2	102								
EMPLOYED PART-TIME	5.2	4.7	90	5.2	100								
NOT EMPLOYED	28.8	34.1	118	27.6	96								
PROFESSIONAL/MANAGER	19.0	16.1	85	19.3	102								
TECH/CLERICAL/SALES	14.2	13.0	92	14.5	102								
PRECISION/CRAFT	14.6	13.8	94	14.8	101								
OTHER EMPLOYED	23.4	23.0	98	23.8	102								
SINGLE	24.7	24.1	98	26.3	107								
MARRIED	65.5	65.0	99	64.4	98								
DIVORCED/SEPARATED/WIDOWED	9.8	10.8	110	9.3	95								
PARENTS	32.0	29.2	91	32.9	103								
WHITE	87.9	85.1	97	86.7	99								
BLACK	10.0	12.8	129	11.0	110								
OTHER	2.1	2.0	94	2.3	108								
NORTHEAST-CENSUS	21.7	21.6	99	22.7	104								
NORTH CENTRAL	25.8	22.6	87	23.9	93								
SOUTH	33.7	38.8	115	34.5	102								
WEST	18.8	17.0	91	18.9	100								
NORTHEAST-MKTG.	22.7	21.8	96	23.4	103								
EAST CENTRAL	14.8	14.1	95	14.4	97								
WEST CENTRAL	17.1	13.8	81	15.4	91								
SOUTH	29.2	35.4	121	30.2	103								
PACIFIC	16.2	14.9	92	16.6	102								
COUNTY SIZE A	41.1	39.9	97	42.5	103								
COUNTY SIZE B	30.0	31.1	103	29.8	99								
COUNTY SIZE C	16.0	14.9	93	15.5	97								
COUNTY SIZE D	12.9	14.1	110	12.2	95								
METRO CENTRAL CITY	29.3	31.8	109	30.5	104								
METRO SUBURBAN	46.6	42.4	91	46.5	100								
NON METRO	24.2	25.8	107	22.9	95								
TOP 5 ADI'S	23.6	23.0	97	24.9	106								
TOP 10 ADI'S	33.0	31.0	94	34.0	103								
TOP 20 ADI'S	46.2	43.3	94	47.5	103								
MSHLD INC. \$50,000 OR MORE	11.8	10.1	86	12.1	103								
\$40,000 OR MORE	22.7	19.8	87	23.4	103								
\$30,000 OR MORE	39.6	35.3	89	40.2	102								
\$25,000 OR MORE	50.3	45.1	90	51.1	102								
\$20,000 - \$24,999	10.9	11.3	104	10.7	98								
\$15,000 - \$19,999	10.0	10.4	103	9.8	97								
\$10,000 - \$14,999	14.0	16.2	115	14.3	102								
UNDER \$10,000	14.7	17.0	116	14.1	96								
HOUSEHOLD OF 1 PERSON	9.4	9.8	105	9.0	95								
2 PEOPLE	31.2	33.4	107	30.3	97								
3 OR 4 PEOPLE	41.2	38.2	93	42.2	102								
5 OR MORE PEOPLE	18.1	18.5	102	18.6	103								
NO CHILD IN MSHLD	59.0	61.3	104	57.8	98								
CHILD(REN) UNDER 2 YRS	6.1	4.8	80	6.4	106								
2 - 5 YEARS	14.0	12.7	91	14.0	100								
6 - 11 YEARS	17.9	17.2	96	18.5	103								
12 - 17 YEARS	22.0	22.5	103	22.5	103								
RESIDENCE OWNED	71.2	71.0	100	69.9	98								
VALUE: \$50,000 OR MORE	43.9	41.2	94	43.8	100								
VALUE: UNDER \$50,000	27.2	29.8	109	26.1	96								

RELATIVE VOLUME OF CONSUMPTION
ORAL HYGIENE PRODUCTS, SKIN CARE & DEODORANTS (P-26)
(FEMALES)

	TOTAL U.S. % DOWN	MOUTHWASH		TOOTHPASTE									
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100								
FEMALE HOMEOWNERS	91.5	91.6	100	90.7	99								
EMPLOYED MOTHERS	21.1	18.0	85	21.7	103								
18 - 24	16.6	14.3	86	18.7	112								
25 - 34	22.8	18.7	82	23.7	104								
35 - 44	16.7	16.4	98	16.9	101								
45 - 54	12.9	13.8	107	12.7	98								
55 - 64	13.4	16.1	120	12.6	94								
65 OR OLDER	17.5	20.8	119	15.3	88								
18 - 34	39.5	33.0	83	42.4	107								
18 - 49	62.3	55.6	89	65.6	105								
25 - 54	52.5	48.9	93	53.3	102								
35 - 49	22.9	22.7	99	23.2	102								
50 OR OLDER	37.7	44.4	118	34.4	91								
GRADUATED COLLEGE	13.7	10.0	73	14.4	105								
ATTENDED COLLEGE	17.3	15.0	87	17.8	103								
GRADUATED HIGH SCHOOL	41.7	42.0	101	41.3	99								
DID NOT GRADUATE HIGH SCHOOL	27.3	32.9	121	26.5	97								
EMPLOYED FULL-TIME	40.1	37.3	93	40.4	101								
EMPLOYED PART-TIME	9.6	8.7	90	10.0	104								
NOT EMPLOYED	50.3	54.0	107	49.6	99								
PROFESSIONAL/MANAGER	12.2	9.7	79	12.5	102								
TECH/CLERICAL/SALES	22.2	20.3	92	22.6	102								
PRECISION/CRAFT	1.2	1.1	95	1.1	91								
OTHER EMPLOYED	14.1	14.8	105	14.2	101								
SINGLE	18.1	16.5	91	20.0	111								
MARRIED	58.4	55.4	95	57.0	98								
DIVORCED/SEPARATED/WIDOWED	23.5	28.1	120	23.0	98								
PARENTS	38.3	34.3	89	39.9	104								
WHITE	86.4	83.2	96	85.6	99								
BLACK	11.4	15.0	132	12.1	106								
OTHER	2.2	1.8	81	2.3	105								
NORTHEAST-CENSUS	22.4	22.5	100	23.3	104								
NORTH CENTRAL	25.1	23.0	92	23.2	93								
SOUTH	34.0	38.2	112	35.1	103								
WEST	18.5	16.3	88	18.4	99								
NORTHEAST-MKTG.	22.8	23.0	101	23.8	104								
EAST CENTRAL	14.8	14.9	101	14.1	95								
WEST CENTRAL	16.9	15.2	90	15.7	93								
SOUTH	29.1	32.7	112	30.2	104								
PACIFIC	16.4	14.3	87	16.2	99								
COUNTY SIZE A	41.5	40.5	98	42.5	102								
COUNTY SIZE B	30.3	30.6	101	30.4	100								
COUNTY SIZE C	15.4	16.0	104	15.1	98								
COUNTY SIZE D	12.8	12.9	100	12.1	94								
METRO CENTRAL CITY	30.3	30.5	101	31.9	105								
METRO SUBURBAN	45.1	43.4	96	44.7	99								
NON METRO	24.6	26.1	106	23.4	95								
TOP 5 ADI'S	23.6	23.5	100	24.1	102								
TOP 10 ADI'S	32.5	32.1	99	33.0	102								
TOP 20 ADI'S	46.2	45.7	99	47.0	102								
HSOLD INC. \$50,000 OR MORE	9.0	7.5	83	8.9	100								
\$40,000 OR MORE	17.2	14.8	86	17.5	102								
\$30,000 OR MORE	32.0	28.1	88	32.5	101								
\$25,000 OR MORE	41.2	36.5	89	41.7	101								
\$20,000 - \$24,999	11.2	10.3	92	10.8	96								
\$15,000 - \$19,999	10.4	10.7	103	10.4	100								
\$10,000 - \$14,999	15.2	16.7	110	15.4	101								
UNDER \$10,000	22.0	25.8	117	21.6	98								
HOUSEHOLD OF 1 PERSON	13.6	14.8	109	12.5	92								
2 PEOPLE	30.6	32.2	105	29.8	98								
3 OR 4 PEOPLE	38.7	36.2	93	40.3	104								
5 OR MORE PEOPLE	17.2	16.7	98	17.4	101								
NO CHILD IN HSOLD	56.3	60.3	107	54.4	97								
CHILD(REN) UNDER 2 YRS	6.8	5.7	83	7.2	106								
2 - 5 YEARS	17.2	14.8	86	18.4	107								
6 - 11 YEARS	18.4	17.4	95	19.1	104								
12 - 17 YEARS	21.7	21.2	98	22.4	103								
RESIDENCE OWNED	69.4	69.2	100	67.8	98								
VALUE: \$50,000 OR MORE	40.0	37.1	93	39.6	99								
VALUE: UNDER \$50,000	29.4	32.1	109	28.2	96								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
HAIR CARE & SHAVING PRODUCTS (P-27)
(MALES)

	TOTAL U.S. % DOWN	CREME RINSE & HAIR CONDITIONER		HAIR SPRAY		HAIR TONIC OR DRESSING		SHAMPOO		HAIR COLORING PRODUCTS		HOME PERMANENTS	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL MALES	100.0												
HOUSEHOLD HEADS	83.8	81.9	98	88.1	105	88.2	105	81.3	97	86.4	103	82.1	98
18 - 24	17.6	20.9	119	13.4	76	11.6	66	21.8	124	9.0	51	18.3	104
25 - 34	24.4	30.6	126	21.7	89	16.1	66	30.0	123	18.1	74	19.2	79
35 - 44	17.9	20.1	112	22.4	125	17.4	97	19.5	109	16.8	94	24.1	135
45 - 54	13.7	12.9	94	17.4	127	17.3	126	12.6	91	17.2	125	12.5	91
55 - 64	13.1	7.9	60	13.3	101	20.0	153	8.7	66	20.8	159	12.8	98
65 OR OLDER	13.3	7.6	57	11.7	88	17.5	132	7.4	56	18.1	137	13.0	98
18 - 34	42.0	51.5	123	35.2	84	27.8	66	51.8	123	27.1	65	37.5	89
18 - 49	66.7	78.8	118	67.3	101	53.8	81	78.2	117	51.9	78	68.3	102
25 - 54	56.0	63.6	114	61.6	110	50.8	91	62.0	111	52.1	93	55.9	100
35 - 49	24.8	27.3	110	32.1	130	26.0	105	26.3	106	24.8	100	30.8	124
50 OR OLDER	33.3	21.2	64	32.7	98	46.2	139	21.8	66	48.1	145	31.7	95
GRADUATED COLLEGE	20.2	18.6	92	20.1	100	15.9	79	22.1	109	25.0	124	10.5	52
ATTENDED COLLEGE	17.2	19.7	114	19.0	111	14.9	86	20.0	117	11.4	66	11.8	68
GRADUATED HIGH SCHOOL	36.1	38.8	108	36.4	101	36.6	102	36.3	101	35.9	100	36.6	101
DID NOT GRADUATE HIGH SCHOOL	26.6	22.9	86	24.5	92	32.7	123	21.6	81	27.8	105	41.1	155
EMPLOYED FULL-TIME	66.0	69.6	105	72.3	110	60.2	91	71.4	108	65.5	99	59.8	91
EMPLOYED PART-TIME	5.2	6.0	115	4.5	86	4.5	87	5.9	113	5.5	106	4.0	77
NOT EMPLOYED	28.8	24.5	85	23.2	81	35.3	123	22.8	79	29.0	101	36.2	126
PROFESSIONAL/MANAGER	19.0	18.3	97	23.1	122	15.6	82	20.4	107	25.1	132	10.2	54
TECH/CLERICAL/SALES	14.2	14.9	105	16.7	117	14.1	99	16.0	113	11.1	78	7.9	56
PRECISION/CRAFT	14.6	16.6	113	13.7	93	11.4	78	16.7	114	13.2	90	12.9	88
OTHER EMPLOYED	23.4	25.7	110	23.3	100	23.6	101	24.2	103	21.7	93	32.7	140
SINGLE	24.7	27.8	113	16.7	68	19.3	78	28.6	116	19.9	81	21.7	88
MARRIED	65.5	62.5	95	73.8	113	66.9	102	62.1	95	72.6	111	69.0	105
DIVORCED/SEPARATED/WIDOWED	9.8	9.7	99	9.5	97	13.9	141	9.3	94	7.5	76	9.3	94
PARENTS	32.0	37.7	118	38.3	120	25.7	80	36.1	113	24.8	78	39.2	122
WHITE	87.9	88.1	100	88.2	100	79.5	90	91.3	104	88.3	100	70.4	80
BLACK	10.0	9.1	91	9.6	96	18.7	187	6.6	66	10.9	110	27.7	278
OTHER	2.1	2.8	132	2.2	104	1.9	88	2.1	97	0.7	34	1.9	89
NORTHEAST-CENSUS	21.7	16.3	75	16.2	75	18.2	84	21.4	98	23.2	107	12.9	59
NORTH CENTRAL	25.8	26.2	101	23.2	90	21.2	82	25.9	100	23.9	93	26.5	103
SOUTH	33.7	34.0	101	42.5	126	40.0	119	32.6	97	35.6	106	46.0	136
WEST	18.8	23.5	125	18.2	97	20.6	109	20.1	107	17.3	92	14.7	78
NORTHEAST-MKTG.	22.7	16.8	74	17.1	76	20.5	91	21.5	95	24.3	107	12.9	57
EAST CENTRAL	14.8	14.1	95	12.8	86	12.3	83	15.3	104	14.4	98	13.7	92
WEST CENTRAL	17.1	16.9	99	15.8	93	14.8	87	16.9	99	14.2	84	19.3	113
SOUTH	29.2	31.5	108	38.9	133	34.4	118	28.9	99	31.6	108	43.0	147
PACIFIC	16.2	20.7	128	15.4	95	17.9	110	17.4	107	15.4	95	11.1	68
COUNTY SIZE A	41.1	41.4	101	35.8	87	45.4	110	41.0	100	43.0	105	30.9	75
COUNTY SIZE B	30.0	31.6	105	34.0	113	26.1	87	31.5	105	30.1	100	29.9	99
COUNTY SIZE C	16.0	14.7	92	16.0	100	14.4	90	16.0	100	12.9	81	17.0	107
COUNTY SIZE D	12.9	12.3	95	14.2	110	14.1	110	11.5	90	13.9	108	22.2	172
METRO CENTRAL CITY	29.3	31.7	108	27.9	95	32.7	112	28.2	97	29.3	100	30.1	103
METRO SUBURBAN	46.6	45.2	97	45.3	97	41.2	88	49.4	106	46.1	99	33.6	72
NON METRO	24.2	23.1	96	26.9	111	26.1	108	22.4	93	24.7	102	36.3	150
TOP 5 ADI'S	23.6	24.1	102	19.5	83	25.4	108	23.2	98	25.1	107	19.1	81
TOP 10 ADI'S	33.0	31.7	96	27.0	82	35.1	106	32.7	99	32.4	98	23.1	70
TOP 20 ADI'S	46.2	45.7	99	39.0	84	47.8	104	46.4	100	47.3	102	34.4	75
HSGLD INC. \$50,000 OR MORE	11.8	10.5	89	13.6	116	10.6	90	12.7	108	17.7	150	3.7	32
\$40,000 OR MORE	22.7	22.3	98	25.1	110	18.4	81	25.2	111	27.0	119	7.3	32
\$30,000 OR MORE	39.6	40.4	102	42.7	108	32.8	83	43.4	110	44.2	112	18.6	47
\$25,000 OR MORE	50.3	50.3	100	54.1	108	41.7	83	54.8	109	52.5	104	28.9	58
\$20,000 - \$24,999	10.9	12.2	112	11.2	102	10.8	99	11.1	101	8.2	75	11.3	104
\$15,000 - \$19,999	10.0	11.4	114	10.5	105	10.9	109	10.2	101	9.9	99	10.5	104
\$10,000 - \$14,999	14.0	12.6	90	12.9	92	18.0	129	12.5	90	16.2	116	24.0	172
UNDER \$10,000	14.7	13.5	92	11.3	77	18.6	126	11.4	77	13.1	89	25.3	171
HOUSEHOLD OF 1 PERSON	9.4	8.2	87	6.2	66	13.0	138	8.6	92	7.3	78	4.2	45
2 PEOPLE	31.2	26.3	84	33.9	109	35.8	114	27.1	87	41.8	134	33.5	107
3 OR 4 PEOPLE	41.2	43.7	106	41.9	102	38.5	93	44.6	108	33.3	81	38.3	93
5 OR MORE PEOPLE	18.1	21.7	120	18.0	99	12.8	71	19.7	109	17.7	97	23.9	132
NO CHILD IN HSHLD	59.0	51.1	87	55.0	93	67.5	114	53.5	91	65.4	111	51.7	88
CHILD(REN) UNDER 2 YRS	6.1	6.4	108	5.9	98	4.8	78	7.2	119	3.6	59	4.8	79
2 - 5 YEARS	14.0	17.1	122	13.9	99	11.8	84	16.1	115	8.9	64	15.0	107
6 - 11 YEARS	17.9	22.0	123	19.8	110	14.1	79	19.8	111	17.1	95	26.8	150
12 - 17 YEARS	22.0	25.9	118	25.5	116	17.8	81	24.0	109	21.7	99	26.0	118
RESIDENCE OWNED	71.2	65.4	92	75.3	106	67.9	95	69.7	98	78.6	111	63.3	89
VALUE: \$50,000 OR MORE	43.9	39.8	91	46.8	107	39.6	90	44.8	102	50.2	114	25.4	58
VALUE: UNDER \$50,000	27.2	25.6	94	28.5	105	28.3	104	24.9	91	28.5	105	38.0	139

	TOTAL U.S. % DOWN	CREME RINSE & HAIR CONDITIONER		HAIR SPRAY		SHAMPOO		HAIR COLORING PRODUCTS		HOME PERMANENTS			
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0												
FEMALE HOMEMAKERS	91.5	89.3	98	91.7	100	89.4	98	94.9	104	92.4	101		
EMPLOYED MOTHERS	21.1	25.8	122	22.3	105	25.3	120	16.3	77	26.9	127		
18 - 24	16.6	22.6	136	16.1	97	22.6	136	7.8	47	16.9	102		
25 - 34	22.8	29.1	127	19.5	86	27.8	122	11.7	51	23.6	103		
35 - 44	16.7	18.2	109	18.2	109	18.6	111	18.3	110	19.0	114		
45 - 54	12.9	11.1	85	14.3	110	11.7	90	17.0	131	13.8	107		
55 - 64	13.4	10.2	76	15.6	116	9.6	72	21.0	157	13.4	100		
65 OR OLDER	17.5	8.9	51	16.3	93	9.7	56	24.2	138	13.2	76		
18 - 34	39.5	51.7	131	35.7	90	50.4	128	19.6	50	40.6	103		
18 - 49	62.3	75.2	121	61.1	98	74.8	120	45.7	73	67.5	108		
25 - 54	52.5	58.3	111	52.0	99	58.1	111	47.0	90	56.5	108		
35 - 49	22.9	23.6	103	25.4	111	24.3	106	26.1	114	26.9	118		
50 OR OLDER	37.7	24.8	66	38.9	103	25.2	67	54.3	144	32.5	86		
GRADUATED COLLEGE	13.7	14.8	108	12.5	91	15.0	109	10.2	74	9.3	68		
ATTENDED COLLEGE	17.3	20.2	117	17.5	101	19.8	114	17.3	100	17.5	101		
GRADUATED HIGH SCHOOL	41.7	42.3	101	45.0	108	42.6	102	44.1	106	44.7	107		
DID NOT GRADUATE HIGH SCHOOL	27.3	22.7	83	25.0	92	22.6	83	28.4	104	28.5	104		
EMPLOYED FULL-TIME	40.1	45.9	115	45.1	113	44.7	112	35.8	89	42.2	105		
EMPLOYED PART-TIME	9.6	11.4	118	10.3	107	11.6	120	8.2	85	8.0	83		
NOT EMPLOYED	50.3	42.7	85	44.6	89	43.7	87	55.9	111	49.8	99		
PROFESSIONAL/MANAGER	12.2	14.4	118	12.8	104	14.0	115	9.4	77	10.6	86		
TECH/CLERICAL/SALES	22.2	26.5	119	25.9	117	26.1	117	21.7	98	22.6	102		
PRECISION/CRAFT	1.2	1.2	101	1.1	93	1.2	100	1.8	158	1.3	109		
OTHER EMPLOYED	14.1	15.2	108	15.7	111	15.0	106	11.1	79	15.7	111		
SINGLE	18.1	21.9	121	17.0	94	22.0	122	10.5	58	17.5	97		
MARRIED	58.4	58.8	101	59.9	102	59.0	101	61.9	106	58.3	100		
DIVORCED/SEPARATED/WIDOWED	23.5	19.3	82	23.1	98	19.0	81	27.6	118	24.2	103		
PARENTS	38.3	45.1	118	35.2	92	44.6	116	28.6	75	47.0	123		
WHITE	86.4	91.0	105	91.7	106	91.5	106	89.9	104	77.5	90		
BLACK	11.4	6.6	58	6.9	61	6.1	54	8.8	77	19.8	174		
OTHER	2.2	2.4	105	1.4	62	2.3	104	1.3	58	2.7	123		
NORTHEAST-CENSUS	22.4	20.9	93	19.8	89	22.7	101	25.4	113	15.9	71		
NORTH CENTRAL	25.1	26.0	104	23.9	95	25.8	103	25.0	100	29.1	116		
SOUTH	34.0	29.1	86	38.7	114	29.4	86	32.7	96	37.0	109		
WEST	18.5	24.0	129	17.6	95	22.1	119	16.8	91	18.0	97		
NORTHEAST-MKTG.	22.8	20.7	91	19.7	86	22.9	101	23.4	103	15.7	69		
EAST CENTRAL	14.8	15.1	102	14.7	100	15.1	102	15.7	107	15.3	103		
WEST CENTRAL	16.9	18.1	107	15.5	91	17.6	104	17.0	100	20.3	120		
SOUTH	29.1	25.2	86	34.4	118	25.0	86	28.5	98	33.2	114		
PACIFIC	16.4	20.9	128	15.8	97	19.4	119	15.4	94	15.4	94		
COUNTY SIZE A	41.5	43.4	105	37.5	90	42.5	103	42.8	103	37.2	90		
COUNTY SIZE B	30.3	30.3	100	34.5	114	30.7	101	27.3	90	31.5	104		
COUNTY SIZE C	15.4	15.7	102	16.1	105	15.6	101	16.1	105	16.5	107		
COUNTY SIZE D	12.8	10.6	83	11.9	93	11.2	87	13.9	108	14.8	116		
METRO CENTRAL CITY	30.3	29.8	98	28.5	94	29.8	98	29.7	98	29.4	97		
METRO SUBURBAN	45.1	48.9	108	47.8	106	47.9	106	43.6	97	42.7	95		
NON METRO	24.6	21.3	87	23.7	97	22.3	91	26.7	109	27.9	114		
TOP 5 ADI'S	23.6	24.7	105	21.5	91	24.6	104	27.2	115	18.8	80		
TOP 10 ADI'S	32.5	32.8	101	29.6	91	32.5	100	33.9	104	26.3	81		
TOP 20 ADI'S	46.2	47.7	103	43.1	93	47.0	102	47.2	102	41.0	89		
HSOLD INC. \$50,000 OR MORE	9.0	9.5	106	9.7	108	9.9	111	8.7	97	5.1	57		
\$40,000 OR MORE	17.2	19.9	116	18.8	109	19.6	114	17.4	101	13.9	81		
\$30,000 OR MORE	32.0	36.6	114	35.3	110	36.3	113	30.7	96	28.3	88		
\$25,000 OR MORE	41.2	47.1	114	45.0	109	46.3	112	40.5	98	37.3	91		
\$20,000 - \$24,999	11.2	11.9	106	12.1	108	11.5	102	10.8	96	11.5	102		
\$15,000 - \$19,999	10.4	10.1	97	10.7	103	10.5	101	10.3	99	11.1	106		
\$10,000 - \$14,999	15.2	14.0	92	15.0	98	13.8	91	15.7	103	13.6	90		
UNDER \$10,000	22.0	16.9	77	17.1	78	17.9	82	22.7	104	26.6	121		
HOUSEHOLD OF 1 PERSON	13.6	9.4	69	13.1	96	10.2	75	16.6	123	10.2	75		
2 PEOPLE	30.6	28.4	93	32.4	106	27.6	90	36.8	120	26.9	88		
3 OR 4 PEOPLE	38.7	42.8	111	40.1	103	43.2	112	34.6	89	42.4	109		
5 OR MORE PEOPLE	17.2	19.4	113	14.5	84	18.9	110	12.0	70	20.6	120		
NO CHILD IN HSHLD	56.3	48.7	86	59.3	105	49.5	88	68.1	121	47.1	84		
CHILD(REN) UNDER 2 YRS	6.8	7.9	116	4.9	72	7.8	114	2.7	39	8.3	121		
2 - 5 YEARS	17.2	20.3	118	13.6	79	19.8	115	8.9	52	21.7	126		
6 - 11 YEARS	18.4	21.3	116	16.8	91	20.8	113	12.5	68	24.0	131		
12 - 17 YEARS	21.7	24.9	115	22.1	102	24.9	115	19.9	92	27.5	127		
RESIDENCE OWNED	69.4	66.5	96	74.5	107	66.5	96	76.2	110	66.1	95		
VALUE: \$50,000 OR MORE	40.0	40.9	102	44.2	111	41.1	103	44.6	112	33.0	82		
VALUE: UNDER \$50,000	29.4	25.6	87	30.3	103	25.4	86	31.6	107	33.1	113		

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
HAIR CARE & SHAVING PRODUCTS (P-27)
(MALES)

	TOTAL U.S. % DOWN	DISPOSABLE SHAVERS		ELECTRIC & BATTERY SHAVERS		PRE-ELECTRIC SHAVE LOTION		RAZOR BLADES		SHAVING CREAM OR GEL			
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL MALES	100.0												
HOUSEHOLD HEADS	83.8	83.3	99	83.7	100	87.4	104	86.0	103	85.9	103		
18 - 24	17.6	19.1	109	16.8	96	13.3	75	14.9	84	14.7	83		
25 - 34	24.4	25.7	105	19.0	78	15.3	63	24.5	101	25.5	105		
35 - 44	17.9	18.9	106	12.8	72	13.6	76	19.2	107	19.8	110		
45 - 54	13.7	14.0	102	16.2	118	16.9	123	14.5	105	15.4	112		
55 - 64	13.1	11.6	89	17.1	131	19.5	149	13.2	101	13.1	100		
65 OR OLDER	13.3	10.5	80	18.0	136	21.4	162	13.7	103	11.6	88		
18 - 34	42.0	44.9	107	35.8	85	28.6	68	39.4	94	40.2	96		
18 - 49	66.7	71.3	107	56.0	84	50.0	75	66.8	100	68.4	102		
25 - 54	56.0	58.7	105	48.0	86	45.8	82	58.2	104	60.6	108		
35 - 49	24.8	26.5	107	20.2	82	21.4	86	27.4	111	28.2	114		
50 OR OLDER	33.3	28.7	86	44.0	132	50.0	150	33.2	100	31.6	95		
GRADUATED COLLEGE	20.2	14.8	74	24.1	120	20.0	99	20.7	102	24.2	120		
ATTENDED COLLEGE	17.2	16.8	98	18.3	107	13.9	81	14.7	85	17.7	103		
GRADUATED HIGH SCHOOL	36.1	37.9	105	33.7	94	34.1	95	35.5	99	34.8	96		
DID NOT GRADUATE HIGH SCHOOL	26.6	30.5	115	23.8	90	32.0	120	29.1	109	23.4	88		
EMPLOYED FULL-TIME	66.0	68.0	103	60.6	92	59.3	90	67.4	102	70.1	106		
EMPLOYED PART-TIME	5.2	5.3	102	6.1	117	5.6	109	4.5	87	5.0	97		
NOT EMPLOYED	28.8	26.7	93	33.3	116	35.0	122	28.1	98	24.9	86		
PROFESSIONAL/MANAGER	19.0	16.2	86	22.5	119	17.3	91	18.8	99	23.0	121		
TECH/CLERICAL/SALES	14.2	13.1	83	16.2	114	16.6	117	13.7	96	16.2	114		
PRECISION/CRAFT	14.6	16.7	114	11.8	80	11.2	77	15.0	102	14.5	99		
OTHER EMPLOYED	23.4	27.3	117	16.1	69	19.8	85	24.5	105	21.4	92		
SINGLE	24.7	25.2	102	23.9	97	19.3	78	22.4	91	22.5	91		
MARRIED	65.5	63.9	98	66.4	101	68.0	104	67.9	104	67.6	103		
DIVORCED/SEPARATED/WIDOWED	9.8	10.9	110	9.7	99	12.7	129	9.8	99	9.9	100		
PARENTS	32.0	38.1	113	23.4	73	21.5	67	34.1	107	34.5	108		
WHITE	87.9	87.4	99	92.3	105	89.3	102	87.5	100	90.7	103		
BLACK	10.0	10.4	105	5.8	58	9.1	91	10.5	106	7.5	75		
OTHER	2.1	2.1	100	1.9	88	1.5	72	1.9	90	1.8	85		
NORTHEAST-CENSUS	21.7	22.3	103	21.8	100	24.4	113	22.1	102	24.9	115		
NORTH CENTRAL	25.8	21.8	84	29.8	116	24.6	95	25.0	97	23.4	91		
SOUTH	33.7	38.6	115	25.0	74	31.8	94	35.6	106	35.0	104		
WEST	18.8	17.3	92	23.4	124	19.1	102	17.3	92	16.7	89		
NORTHEAST-MKTG.	22.7	21.8	96	22.4	99	27.5	121	22.4	99	25.8	114		
EAST CENTRAL	14.8	15.3	103	16.4	111	13.6	92	14.4	97	14.3	97		
WEST CENTRAL	17.1	12.8	75	20.4	120	15.8	93	16.4	96	15.4	91		
SOUTH	29.2	35.0	120	21.3	73	25.8	88	31.7	109	30.2	103		
PACIFIC	16.2	15.1	93	19.4	119	17.3	106	15.0	93	14.3	88		
COUNTY SIZE A	41.1	38.1	93	41.2	100	44.6	108	42.4	103	42.6	104		
COUNTY SIZE B	30.0	31.1	103	30.0	100	27.3	91	29.6	98	30.3	101		
COUNTY SIZE C	16.0	18.0	113	14.3	90	14.2	89	14.9	94	15.5	97		
COUNTY SIZE D	12.9	12.8	100	14.5	113	13.9	108	13.1	102	11.6	90		
METRO CENTRAL CITY	29.3	29.0	99	27.1	93	28.0	96	29.8	102	28.6	98		
METRO SUBURBAN	46.6	44.5	96	50.1	108	50.2	108	45.7	98	47.6	102		
NON METRO	24.2	26.5	110	22.8	94	21.7	90	24.5	101	23.8	98		
TOP 5 ADI'S	23.6	23.3	99	24.3	103	27.6	117	23.6	100	23.9	101		
TOP 10 ADI'S	33.0	31.4	95	32.8	99	37.9	115	33.0	100	34.1	103		
TOP 20 ADI'S	46.2	43.2	94	46.5	101	48.5	105	47.0	102	47.4	103		
HSHLD INC. \$50,000 OR MORE	11.8	9.3	79	14.3	121	10.2	87	12.9	110	13.9	118		
\$40,000 OR MORE	22.7	18.5	82	26.4	116	21.5	95	23.5	103	25.9	114		
\$30,000 OR MORE	39.6	35.2	89	46.0	116	38.1	96	38.6	98	44.4	112		
\$25,000 OR MORE	50.3	44.5	89	57.4	114	47.9	95	48.4	96	54.1	108		
\$20,000 - \$24,999	10.9	11.7	107	10.8	99	10.8	99	11.4	105	10.9	100		
\$15,000 - \$19,999	10.0	10.6	105	7.8	78	8.9	89	10.4	104	10.2	101		
\$10,000 - \$14,999	14.0	15.2	108	12.1	86	16.5	118	14.2	101	12.8	91		
UNDER \$10,000	14.7	18.0	122	11.9	81	15.8	107	15.6	106	12.0	82		
HOUSEHOLD OF 1 PERSON	9.4	9.1	97	10.2	108	11.0	117	10.1	107	10.1	107		
2 PEOPLE	31.2	28.0	90	37.4	120	42.9	137	30.5	98	29.9	96		
3 OR 4 PEOPLE	41.2	40.7	99	40.4	98	34.9	85	40.9	99	42.7	104		
5 OR MORE PEOPLE	18.1	22.2	122	12.0	66	11.2	62	18.5	102	17.2	95		
NO CHILD IN HSHLD	59.0	53.7	91	70.5	119	71.7	122	58.2	99	58.1	98		
CHILD(REN) UNDER 2 YRS	6.1	6.6	109	2.7	45	2.8	46	6.2	102	5.5	91		
2 - 5 YEARS	14.0	15.1	108	10.1	72	7.6	54	13.7	98	13.7	97		
6 - 11 YEARS	17.9	22.1	124	11.6	65	12.5	70	19.1	107	18.7	105		
12 - 17 YEARS	22.0	25.1	114	17.5	80	17.1	78	22.3	101	22.3	101		
RESIDENCE OWNED	71.2	67.2	94	78.8	111	76.4	107	70.3	99	72.3	102		
VALUE: \$50,000 OR MORE	43.9	36.9	84	56.1	128	46.7	106	41.3	94	46.1	105		
VALUE: UNDER \$50,000	27.2	30.3	111	22.7	83	29.7	109	29.1	107	26.2	96		

RELATIVE VOLUME OF CONSUMPTION
HAIR CARE & SHAVING PRODUCTS (P-27)
(FEMALES)

	TOTAL U.S. % DOWN	DEPILATORIES		DISPOSABLE SHAVERS		ELECTRIC & BATTERY SHAVERS		RAZOR BLADES		SHAVING CREAM OR GEL		% DOWN	D INDEX
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX		
TOTAL FEMALES	100.0												
FEMALE HOMEMAKERS	91.5	89.9	98	90.6	99	94.2	103	91.4	100	95.2	104		
EMPLOYED MOTHERS	21.1	20.1	95	27.3	129	14.3	68	23.0	109	26.6	126		
18 - 24	16.6	17.7	106	21.6	130	16.5	99	16.3	98	16.0	96		
25 - 34	22.8	23.7	104	25.6	112	18.8	82	27.8	122	25.4	111		
35 - 44	16.7	15.2	91	21.7	130	15.5	93	18.9	113	23.7	142		
45 - 54	12.9	13.6	105	12.7	98	13.8	107	12.4	96	12.4	96		
55 - 64	13.4	12.3	91	10.3	77	17.4	130	11.0	82	12.0	89		
65 OR OLDER	17.5	17.6	101	8.2	47	17.9	102	13.6	78	10.6	61		
18 - 34	39.5	41.4	105	47.2	120	35.3	90	44.1	112	41.3	105		
18 - 49	62.3	61.9	99	75.1	120	56.3	90	68.9	111	71.7	115		
25 - 54	52.5	52.5	100	59.9	114	48.2	92	59.1	113	61.5	117		
35 - 49	22.9	20.6	90	27.9	122	21.0	92	24.8	109	30.4	133		
50 OR OLDER	37.7	38.1	101	24.9	66	43.7	116	31.1	83	28.3	75		
GRADUATED COLLEGE	13.7	12.7	93	12.2	89	13.6	100	13.9	102	12.8	93		
ATTENDED COLLEGE	17.3	15.0	87	17.6	102	16.4	95	16.7	97	14.9	86		
GRADUATED HIGH SCHOOL	41.7	37.7	90	45.3	109	43.2	103	43.2	103	47.0	113		
DID NOT GRADUATE HIGH SCHOOL	27.3	34.6	127	24.9	91	24.7	90	26.2	96	25.3	93		
EMPLOYED FULL-TIME	40.1	39.2	98	44.6	111	35.4	88	41.4	103	43.7	109		
EMPLOYED PART-TIME	9.6	11.2	116	10.0	104	7.2	74	9.4	98	8.0	83		
NOT EMPLOYED	50.3	49.6	99	45.4	90	57.5	114	49.2	98	48.3	96		
PROFESSIONAL/MANAGER	12.2	12.6	103	12.4	101	11.1	91	13.0	107	12.2	100		
TECH/CLERICAL/SALES	22.2	20.9	94	24.6	111	20.2	91	23.0	103	23.2	105		
PRECISION/CRAFT	1.2	1.6	142	1.2	101	1.0	85	1.0	84	1.1	91		
OTHER EMPLOYED	14.1	15.3	108	16.5	117	10.3	73	13.8	98	15.2	107		
SINGLE	18.1	24.6	136	18.7	103	13.4	74	17.5	97	14.4	80		
MARRIED	58.4	50.9	87	61.6	105	65.5	112	65.0	111	69.1	118		
DIVORCED/SEPARATED/WIDOWED	23.5	24.5	104	19.7	84	21.1	90	17.5	74	16.5	70		
PARENTS	38.3	35.5	93	49.9	130	33.3	87	42.3	110	48.4	126		
WHITE	86.4	82.7	96	90.9	105	90.7	105	91.1	105	91.2	106		
BLACK	11.4	14.8	130	6.9	61	8.3	73	7.4	65	6.5	57		
OTHER	2.2	2.5	111	2.2	99	1.0	46	1.5	68	2.3	104		
NORTHEAST-CENSUS	22.4	30.5	136	20.7	93	23.6	106	22.3	100	25.0	112		
NORTH CENTRAL	25.1	18.3	73	26.0	104	24.7	99	27.0	108	26.8	107		
SOUTH	34.0	36.0	106	34.0	100	32.0	94	33.3	98	34.8	102		
WEST	18.5	15.2	82	19.3	104	19.6	106	17.5	94	13.4	72		
NORTHEAST-MKTG.	22.8	32.5	143	20.7	91	23.7	104	21.4	94	24.2	106		
EAST CENTRAL	14.8	12.6	85	15.7	106	13.2	90	17.4	118	16.2	110		
WEST CENTRAL	16.9	11.3	67	16.7	99	16.6	98	17.3	102	17.5	103		
SOUTH	29.1	29.1	100	29.8	102	29.3	100	29.2	100	30.6	105		
PACIFIC	16.4	14.5	89	17.1	105	17.2	105	14.6	89	11.5	70		
COUNTY SIZE A	41.5	46.7	113	40.7	98	44.1	106	39.4	95	39.1	94		
COUNTY SIZE B	30.3	27.9	92	31.6	104	29.1	96	30.9	102	31.8	105		
COUNTY SIZE C	15.4	12.7	83	12.2	105	12.8	83	16.7	109	16.2	105		
COUNTY SIZE D	12.8	12.7	99	11.5	89	14.0	109	13.0	101	12.9	100		
METRO CENTRAL CITY	30.3	32.5	107	29.3	97	32.5	107	28.0	92	28.1	93		
METRO SUBURBAN	45.1	45.1	100	46.7	103	45.4	101	47.7	106	47.0	104		
NON METRO	24.6	22.5	91	24.1	98	22.1	90	24.4	99	24.9	101		
TOP 5 ADI'S	23.6	30.0	127	23.9	101	25.4	108	22.1	94	21.8	93		
TOP 10 ADI'S	32.5	39.0	120	31.0	96	33.5	103	28.8	89	29.0	89		
TOP 20 ADI'S	46.2	51.9	112	44.8	97	46.2	100	43.9	95	43.7	94		
HSHLD INC. \$50,000 OR MORE	9.0	6.6	74	9.3	104	8.1	90	9.0	100	6.2	70		
\$40,000 OR MORE	17.2	13.4	78	17.3	101	16.1	93	17.8	103	16.2	94		
\$30,000 OR MORE	32.0	27.6	86	32.8	103	35.1	110	34.8	109	34.7	108		
\$25,000 OR MORE	41.2	36.6	89	42.3	103	41.6	101	44.0	107	44.4	108		
\$20,000 - \$24,999	11.2	10.8	96	12.4	111	11.5	102	13.3	119	10.6	95		
\$15,000 - \$19,999	10.4	11.0	106	11.2	107	11.1	107	11.4	110	11.7	113		
\$10,000 - \$14,999	15.2	13.8	90	15.4	101	17.1	112	12.5	82	17.7	116		
UNDER \$10,000	22.0	27.8	127	18.7	85	18.7	85	18.8	85	15.5	71		
HOUSEHOLD OF 1 PERSON	13.6	14.9	110	8.4	62	11.6	86	7.7	57	6.3	47		
2 PEOPLE	30.6	30.6	100	25.1	82	42.3	138	31.4	103	30.2	99		
3 OR 4 PEOPLE	38.7	37.6	97	45.6	118	32.2	83	39.9	103	46.5	120		
5 OR MORE PEOPLE	17.2	16.9	99	20.9	122	13.8	81	20.9	122	17.0	99		
NO CHILD IN HSHLD	56.3	58.3	104	44.9	80	60.2	107	52.0	92	48.2	86		
CHILD(REN) UNDER 2 YRS	6.8	6.3	92	9.6	140	7.0	102	7.1	103	7.4	109		
2 - 5 YEARS	17.2	16.2	94	21.0	122	17.4	101	20.2	117	19.3	112		
6 - 11 YEARS	18.4	20.1	109	23.8	129	13.9	76	21.0	114	21.3	116		
12 - 17 YEARS	21.7	19.7	91	27.1	125	18.7	87	23.1	107	25.4	117		
RESIDENCE OWNED	69.4	63.0	91	66.0	95	72.8	105	70.0	101	66.8	96		
VALUE: \$50,000 OR MORE	40.0	35.3	88	36.8	92	42.8	107	39.8	100	36.1	90		
VALUE: UNDER \$50,000	29.4	27.7	94	29.3	100	30.1	102	30.2	103	30.7	104		

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
HAIR CARE & SHAVING PRODUCTS (P-27)
(MALES)

	TOTAL U.S. % DOWN	AFTER SHAVE LOTION		MEN'S COLOGNE									
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL MALES	100.0	100.0	100	100.0	100								
HOUSEHOLD HEADS	83.8	88.2	105	78.8	94								
18 - 24	17.6	12.4	70	23.3	133								
25 - 34	24.4	21.7	89	29.8	122								
35 - 44	17.9	20.1	112	20.2	113								
45 - 54	13.7	16.7	121	11.2	82								
55 - 64	13.1	15.4	118	8.8	67								
65 OR OLDER	13.3	13.7	103	6.5	49								
18 - 34	42.0	34.1	81	53.2	127								
18 - 49	66.7	62.7	94	79.8	120								
25 - 54	56.0	58.5	104	61.3	109								
35 - 49	24.8	28.6	116	26.7	108								
50 OR OLDER	33.3	37.3	112	20.2	61								
GRADUATED COLLEGE	20.2	20.2	100	21.0	104								
ATTENDED COLLEGE	17.2	16.8	97	20.5	119								
GRADUATED HIGH SCHOOL	36.1	37.1	103	37.9	105								
DID NOT GRADUATE HIGH SCHOOL	26.6	25.9	97	20.6	78								
EMPLOYED FULL-TIME	66.0	67.7	103	71.1	108								
EMPLOYED PART-TIME	5.2	4.3	83	6.1	118								
NOT EMPLOYED	28.8	28.0	97	22.8	79								
PROFESSIONAL/MANAGER	19.0	20.3	107	20.9	110								
TECH/CLERICAL/SALES	14.2	15.2	107	15.8	111								
PRECISION/CRAFT	14.6	14.7	100	14.8	101								
OTHER EMPLOYED	23.4	21.8	93	25.6	110								
SINGLE	24.7	18.7	76	32.4	131								
MARRIED	65.5	71.1	109	57.0	87								
DIVORCED/SEPARATED/WIDOWED	9.8	10.3	104	10.6	108								
PARENTS	32.0	33.6	105	33.3	104								
WHITE	87.9	89.5	102	84.8	97								
BLACK	10.0	8.3	84	13.0	130								
OTHER	2.1	2.2	101	2.2	102								
NORTHEAST-CENSUS	21.7	21.2	98	20.3	94								
NORTH CENTRAL	25.8	24.7	96	24.4	95								
SOUTH	33.7	34.6	103	36.5	108								
WEST	18.8	19.5	104	18.7	100								
NORTHEAST-MKTG.	22.7	21.9	96	21.3	94								
EAST CENTRAL	14.8	15.7	106	14.9	100								
WEST CENTRAL	17.1	15.3	90	15.5	91								
SOUTH	29.2	30.0	103	31.9	109								
PACIFIC	16.2	17.2	106	16.5	102								
COUNTY SIZE A	41.1	39.2	95	44.1	107								
COUNTY SIZE B	30.0	30.1	100	30.2	100								
COUNTY SIZE C	16.0	16.8	105	14.6	91								
COUNTY SIZE D	12.9	13.8	107	11.2	87								
METRO CENTRAL CITY	29.3	28.1	96	32.2	110								
METRO SUBURBAN	46.6	46.6	100	46.7	100								
NON METRO	24.2	25.3	105	21.1	87								
TOP 5 ADI'S	23.6	22.3	94	26.2	111								
TOP 10 ADI'S	33.0	31.1	94	35.4	107								
TOP 20 ADI'S	46.2	43.9	95	48.0	104								
HSHLD INC. \$50,000 OR MORE	11.8	12.3	105	12.4	106								
\$40,000 OR MORE	22.7	23.1	101	24.4	108								
\$30,000 OR MORE	39.6	41.0	104	43.4	110								
\$25,000 OR MORE	50.3	51.6	103	53.9	107								
\$20,000 - \$24,999	10.9	11.0	101	11.2	103								
\$15,000 - \$19,999	10.0	10.3	102	11.5	115								
\$10,000 - \$14,999	14.0	13.5	97	11.6	83								
UNDER \$10,000	14.7	13.6	92	11.8	80								
HOUSEHOLD OF 1 PERSON	9.4	10.1	108	11.1	118								
2 PEOPLE	31.2	32.2	103	26.8	86								
3 OR 4 PEOPLE	41.2	41.3	100	43.9	107								
5 OR MORE PEOPLE	18.1	16.4	90	18.2	100								
NO CHILD IN HSHLD	59.0	60.0	102	56.5	96								
CHILD(REN) UNDER 2 YRS	6.1	5.3	88	5.8	96								
2 - 5 YEARS	14.0	13.0	93	14.8	105								
6 - 11 YEARS	17.9	17.9	100	20.3	113								
12 - 17 YEARS	22.0	22.2	101	23.3	106								
RESIDENCE OWNED	71.2	74.4	105	66.3	93								
VALUE: \$50,000 OR MORE	43.9	45.7	104	41.4	94								
VALUE: UNDER \$50,000	27.2	28.7	105	24.9	92								

RELATIVE VOLUME OF CONSUMPTION
WOMEN'S BEAUTY AIDS, COSMETICS & PERSONAL PRODUCTS (P-28)
(FEMALES)

	TOTAL U.S. % DOWN	BATH & SHOWER ADDITIVES		BLUSHER		CLEANSING CREAMS/LOTIONS		COTTON BALLS & SQUARES		EYE LINER		EYE SHADOW	
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
FEMALE HOMEMAKERS	91.5	90.5	99	89.5	98	90.5	99	90.3	99	86.6	95	89.9	98
EMPLOYED MOTHERS	21.1	20.3	96	26.2	124	23.2	110	23.5	111	27.0	128	28.6	135
18 - 24	16.6	16.0	96	21.1	127	17.4	105	17.0	102	25.6	154	23.0	138
25 - 34	22.8	21.4	94	27.8	122	23.9	105	25.0	110	26.2	115	29.2	128
35 - 44	16.7	16.7	100	19.5	116	18.1	109	18.2	109	22.9	137	21.4	128
45 - 54	12.9	13.8	106	11.7	90	12.6	97	13.3	103	12.0	93	11.7	90
55 - 64	13.4	15.7	117	10.6	79	12.7	95	13.4	100	8.4	63	9.4	70
65 OR OLDER	17.5	16.4	94	9.3	53	15.2	87	13.0	74	4.9	28	5.3	30
18 - 34	39.5	37.4	95	48.9	124	41.4	105	42.1	107	51.8	131	52.2	132
18 - 49	62.3	59.9	96	74.2	119	65.6	105	66.6	107	81.7	131	79.9	128
25 - 54	52.5	51.9	99	59.0	112	54.6	104	56.5	108	61.1	116	62.3	119
35 - 49	22.9	22.5	98	25.3	111	24.3	106	24.5	107	29.9	131	27.7	121
50 OR OLDER	37.7	40.1	106	25.8	68	34.4	91	33.4	89	18.3	49	20.1	53
GRADUATED COLLEGE	13.7	11.0	80	16.6	121	14.7	107	15.9	116	14.5	106	16.0	117
ATTENDED COLLEGE	17.3	14.3	83	21.7	125	18.3	106	20.1	116	22.7	131	22.4	130
GRADUATED HIGH SCHOOL	41.7	43.9	105	42.9	103	43.2	104	42.1	101	43.0	103	43.6	105
DID NOT GRADUATE HIGH SCHOOL	27.3	30.8	113	18.7	69	23.8	87	21.8	80	19.9	73	18.0	66
EMPLOYED FULL-TIME	40.1	39.6	99	49.4	123	44.1	110	46.5	116	49.7	124	52.2	130
EMPLOYED PART-TIME	9.6	8.3	86	12.1	125	9.2	96	9.9	103	11.8	122	11.3	117
NOT EMPLOYED	50.3	52.1	104	38.5	77	46.7	93	43.5	87	38.5	77	36.6	73
PROFESSIONAL/MANAGER	12.2	10.3	84	15.9	130	12.9	106	14.7	120	14.4	118	16.0	131
TECH/CLERICAL/SALES	22.2	20.2	91	29.9	135	25.0	113	27.2	122	30.5	137	31.2	140
PRECISION/CRAFT	1.2	1.1	97	1.3	109	1.1	94	1.2	104	1.1	92	1.2	105
OTHER EMPLOYED	14.1	16.2	115	14.4	102	14.3	101	13.4	95	15.5	110	15.0	106
SINGLE	18.1	18.7	103	21.4	118	18.4	102	18.9	105	24.7	137	21.4	118
MARRIED	58.4	54.1	93	58.9	101	58.2	100	58.7	101	56.4	97	60.1	103
DIVORCED/SEPARATED/WIDOWED	23.5	27.2	116	19.7	84	23.4	100	22.3	95	18.9	80	18.5	79
PARENTS	38.3	38.2	99	42.4	111	39.9	104	40.1	105	45.6	119	47.0	123
WHITE	86.4	77.8	90	90.5	105	86.0	100	87.1	101	87.9	102	90.7	105
BLACK	11.4	20.3	178	7.6	67	11.8	103	10.7	94	9.6	84	7.1	63
OTHER	2.2	1.9	85	1.9	83	2.2	98	2.2	98	2.5	112	2.2	96
NORTHEAST-CENSUS	22.4	20.1	90	22.8	102	20.4	91	22.8	102	23.2	104	21.7	97
NORTH CENTRAL	25.1	27.2	108	25.1	100	24.3	97	23.4	93	22.2	88	24.3	97
SOUTH	34.0	37.4	110	31.3	92	35.5	104	32.7	96	31.4	92	31.9	94
WEST	18.5	15.3	83	20.7	112	19.7	106	21.2	114	23.2	125	22.0	119
NORTHEAST-MKTG.	22.8	19.9	87	23.1	101	21.7	95	22.4	98	23.0	101	22.0	97
EAST CENTRAL	14.8	14.8	100	14.6	99	13.4	91	13.7	93	13.8	93	14.2	96
WEST CENTRAL	16.9	18.5	109	17.2	102	16.8	99	16.2	95	14.8	87	16.4	97
SOUTH	29.1	33.4	115	26.8	92	30.7	105	29.3	101	27.6	95	28.1	96
PACIFIC	16.4	13.4	82	18.3	112	17.4	106	18.4	113	20.9	128	19.4	118
COUNTY SIZE A	41.5	37.4	90	43.9	106	42.0	101	43.1	104	47.0	113	43.4	105
COUNTY SIZE B	30.3	31.1	103	31.3	103	31.7	105	32.2	106	30.8	101	32.2	106
COUNTY SIZE C	15.4	15.9	104	14.7	96	14.4	94	14.9	97	13.2	86	14.5	95
COUNTY SIZE D	12.8	15.5	121	10.1	79	11.8	92	9.8	77	9.1	71	9.9	77
METRO CENTRAL CITY	30.3	32.6	108	31.3	103	32.0	105	32.9	109	34.0	112	31.0	102
METRO SUBURBAN	45.1	39.3	87	48.2	107	45.2	100	47.4	105	47.6	105	49.4	109
NON METRO	24.6	28.0	114	20.5	83	22.8	93	19.7	80	18.4	75	19.6	80
TOP 5 ADI'S	23.6	21.8	92	25.6	109	24.2	103	24.8	105	29.8	126	25.9	97
TOP 10 ADI'S	32.5	28.6	88	33.8	104	33.1	102	33.0	102	36.9	114	34.1	110
TOP 20 ADI'S	46.2	41.7	90	47.6	103	46.6	101	46.9	102	49.9	108	47.6	105
HSGLD INC. \$50,000 OR MORE	9.0	6.8	76	11.6	130	10.5	117	10.0	112	11.5	128	12.8	143
\$40,000 OR MORE	17.2	13.3	77	22.1	128	19.8	115	20.0	116	22.1	128	22.9	133
\$30,000 OR MORE	32.0	27.7	87	39.5	123	35.8	112	35.9	112	38.6	121	40.4	126
\$25,000 OR MORE	41.2	36.0	88	50.1	122	45.7	111	46.9	114	49.3	120	51.4	125
\$20,000 - \$24,999	11.2	10.2	91	12.5	111	10.8	96	12.2	109	12.2	108	11.9	106
\$15,000 - \$19,999	10.4	10.7	102	10.3	98	10.1	97	9.5	91	10.4	100	10.6	102
\$10,000 - \$14,999	15.2	17.7	116	13.4	88	14.9	98	15.2	100	14.2	93	13.2	87
UNDER \$10,000	22.0	25.3	115	13.7	63	18.4	84	16.3	74	13.9	63	12.9	59
HOUSEHOLD OF 1 PERSON	13.6	13.2	98	10.6	78	12.5	92	11.6	86	7.9	58	8.4	62
2 PEOPLE	30.6	30.4	99	28.9	95	29.4	96	29.5	97	26.1	85	28.1	92
3 OR 4 PEOPLE	38.7	37.4	97	42.8	111	41.1	106	42.4	110	45.6	118	44.8	116
5 OR MORE PEOPLE	17.2	19.0	111	17.7	103	16.9	98	16.4	96	20.4	119	18.7	109
NO CHILD IN HSHLD	56.3	56.1	100	51.7	92	54.0	96	54.9	97	46.9	83	47.1	84
CHILD(REN) UNDER 2 YRS	6.8	6.6	97	7.0	103	6.4	93	6.3	92	6.8	99	7.7	113
2 - 5 YEARS	17.2	16.9	98	18.4	107	17.7	103	17.4	101	19.3	112	20.5	119
6 - 11 YEARS	18.4	19.8	108	19.7	107	19.6	106	18.7	102	21.1	115	21.5	117
12 - 17 YEARS	21.7	22.1	102	23.8	110	23.0	106	23.3	108	28.4	131	26.4	122
RESIDENCE OWNED	69.4	69.0	99	68.8	99	70.6	102	68.2	98	65.9	95	67.5	97
VALUE: \$50,000 OR MORE	40.0	34.1	85	44.6	112	41.2	103	42.3	106	43.7	109	44.2	111
VALUE: UNDER \$50,000	29.4	34.9	119	24.2	82	29.4	100	26.0	88	22.2	75	23.3	79

RELATIVE VOLUME OF CONSUMPTION
WOMEN'S BEAUTY AIDS, COSMETICS & PERSONAL PRODUCTS (P-28)
(FEMALES)

	TOTAL U.S. % DOWN	FACE POWDER LOOSE		FACE POWDER PRESSED		FACIAL MOISTURIZERS		FOUNDATION MAKEUP		LIPSTICK		LIP GLOSS	
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL FEMALES	100.0												
FEMALE HOMEOWNERS	91.5												
EMPLOYED MOTHERS	21.1												
18 - 24	16.6	15.5	93	13.5	81	15.2	92	17.9	108	14.4	86	26.9	162
25 - 34	22.8	16.9	74	20.6	90	25.2	111	25.3	111	20.1	88	29.9	131
35 - 44	16.7	13.9	83	16.2	97	19.0	114	19.1	114	18.1	108	16.7	100
45 - 54	12.9	11.4	88	14.2	110	13.9	108	13.2	102	15.4	119	9.1	70
55 - 64	13.4	15.5	116	16.1	120	13.2	99	13.0	97	16.0	120	8.2	61
65 OR OLDER	17.5	26.7	153	19.4	111	13.4	77	11.5	66	16.0	91	9.1	52
18 - 34	39.5	32.4	82	34.1	86	40.5	103	43.2	109	34.5	87	56.9	144
18 - 49	62.3	51.7	83	56.6	91	66.6	107	68.8	110	60.0	96	79.0	127
25 - 54	52.5	42.3	81	51.1	97	58.1	111	57.6	110	53.6	102	55.7	106
35 - 49	22.9	19.3	84	22.5	98	26.2	114	25.6	112	25.5	111	22.1	97
50 OR OLDER	37.7	48.3	128	43.4	115	33.4	89	31.2	83	40.0	106	21.0	56
GRADUATED COLLEGE	13.7	16.3	119	14.4	105	16.5	121	16.4	120	14.4	105	14.4	105
ATTENDED COLLEGE	17.3	18.6	107	17.3	100	20.4	118	20.9	121	19.5	112	20.6	119
GRADUATED HIGH SCHOOL	41.7	38.5	92	43.1	103	42.4	102	43.9	105	42.8	103	39.5	95
DID NOT GRADUATE HIGH SCHOOL	27.3	26.6	97	25.3	93	20.6	76	18.8	69	23.3	85	25.5	93
EMPLOYED FULL-TIME	40.1	39.8	99	44.3	111	46.0	115	49.0	122	45.3	113	44.3	111
EMPLOYED PART-TIME	9.6	8.9	93	8.9	92	10.7	111	11.0	115	10.2	106	10.6	110
NOT EMPLOYED	50.3	51.2	102	46.8	93	43.3	86	40.0	80	44.6	89	45.1	90
PROFESSIONAL/MANAGER	12.2	12.6	103	14.8	121	15.1	124	15.6	128	14.1	116	12.9	106
TECH/CLERICAL/SALES	22.2	23.4	105	24.4	110	26.1	118	29.4	132	26.6	120	25.6	115
PRECISION/CRAFT	1.2	1.1	92	1.2	102	1.1	97	1.4	121	1.2	107	0.8	71
OTHER EMPLOYED	14.1	11.7	83	12.8	91	14.3	101	13.6	96	13.5	95	15.6	110
SINGLE	18.1	17.8	98	15.9	88	17.5	97	18.8	104	16.0	88	27.0	149
MARRIED	58.4	54.0	92	58.4	100	61.1	105	59.8	102	60.1	103	52.7	90
DIVORCED/SEPARATED/WIDOWED	23.5	28.2	120	25.7	109	21.4	91	21.4	91	23.9	102	20.3	86
PARENTS	38.3	27.9	73	32.0	84	40.2	105	39.8	104	36.7	96	44.7	116
WHITE	86.4	86.9	101	88.9	103	89.3	103	90.9	105	87.4	101	83.8	97
BLACK	11.4	10.0	88	9.4	82	8.4	74	7.1	62	10.3	90	14.1	124
OTHER	2.2	3.1	137	1.7	76	2.2	100	2.0	90	2.3	105	2.1	94
NORTHEAST-CENSUS	22.4	17.9	80	22.1	99	20.9	93	20.8	93	22.8	102	21.4	95
NORTH CENTRAL	25.1	22.1	88	26.4	105	26.1	104	25.3	101	23.0	92	23.8	95
SOUTH	34.0	40.7	120	34.0	100	29.9	88	35.5	104	33.8	99	32.5	96
WEST	18.5	19.4	105	17.5	94	23.1	124	18.5	100	20.4	110	22.3	120
NORTHEAST-MKTG.	22.8	18.6	82	21.3	93	20.7	91	20.8	91	23.5	103	22.0	96
EAST CENTRAL	14.8	13.1	88	15.3	104	14.4	97	14.9	101	12.7	86	14.5	98
WEST CENTRAL	16.9	14.8	88	16.7	98	18.3	108	16.8	99	15.8	93	16.5	98
SOUTH	29.1	35.8	123	30.6	105	26.4	91	31.1	107	29.6	101	27.6	95
PACIFIC	16.4	17.7	108	16.1	98	20.2	123	16.4	101	18.4	112	19.4	119
COUNTY SIZE A	41.5	42.9	103	40.2	97	41.6	100	41.1	99	44.5	107	41.5	100
COUNTY SIZE B	30.3	30.2	100	32.0	106	31.4	103	33.2	110	31.5	104	30.9	102
COUNTY SIZE C	15.4	14.9	97	15.5	101	16.1	105	14.5	94	14.1	92	14.5	94
COUNTY SIZE D	12.8	12.0	93	12.3	96	11.0	85	11.1	87	9.9	77	13.1	102
METRO CENTRAL CITY	30.3	32.2	106	32.0	105	30.9	102	30.0	99	32.1	106	32.0	105
METRO SUBURBAN	45.1	44.4	99	45.5	101	46.7	103	48.6	108	48.0	106	44.4	98
NON METRO	24.6	23.4	95	22.5	92	22.4	91	21.4	87	19.8	81	23.7	96
TOP 5 ADI'S	23.6	25.3	108	24.2	103	24.1	102	23.0	97	26.2	111	24.5	104
TOP 10 ADI'S	32.5	33.0	102	31.4	97	32.9	101	31.3	96	35.3	109	32.6	100
TOP 20 ADI'S	46.2	45.7	99	45.9	99	46.2	100	45.0	97	48.2	104	45.8	99
HSGLD INC. \$50,000 OR MORE	9.0	10.1	113	8.2	91	11.4	128	12.2	136	11.3	126	8.4	93
\$40,000 OR MORE	17.2	18.7	108	16.7	97	22.7	132	22.3	130	20.6	120	16.7	97
\$30,000 OR MORE	32.0	35.6	111	30.8	96	39.2	122	40.2	125	36.4	114	34.4	107
\$25,000 OR MORE	41.2	43.2	105	42.2	103	49.3	120	50.9	124	46.2	112	44.5	108
\$20,000 - \$24,999	11.2	11.3	100	12.0	107	11.6	103	12.3	110	11.4	101	10.6	94
\$15,000 - \$19,999	10.4	9.1	87	10.5	101	10.7	103	9.9	95	10.8	103	9.1	87
\$10,000 - \$14,999	15.2	15.2	100	16.7	110	13.4	88	12.9	84	14.3	94	16.5	108
UNDER \$10,000	22.0	21.2	97	18.5	84	15.0	68	14.0	64	17.4	79	19.4	88
HOUSEHOLD OF 1 PERSON	13.6	18.8	139	15.5	114	12.2	90	11.3	84	13.3	98	9.8	72
2 PEOPLE	30.6	34.7	114	34.8	114	30.2	99	29.6	97	32.0	105	27.9	91
3 OR 4 PEOPLE	38.7	35.3	91	37.4	97	41.4	107	42.9	111	39.6	102	40.9	106
5 OR MORE PEOPLE	17.2	11.2	65	12.3	72	16.2	95	16.2	94	15.1	88	21.3	124
NO CHILD IN HSHLD	56.3	68.4	121	64.1	114	54.7	97	54.6	97	58.6	104	49.7	88
CHILD(REN) UNDER 2 YRS	6.8	3.5	51	5.4	80	6.3	92	6.0	88	4.9	71	7.9	116
2 - 5 YEARS	17.2	10.6	62	11.7	68	16.2	94	16.3	95	13.9	81	21.8	127
6 - 11 YEARS	18.4	13.5	73	13.8	75	18.4	100	18.8	102	17.6	96	20.4	111
12 - 17 YEARS	21.7	16.4	76	18.3	84	23.7	109	23.3	107	22.6	104	23.8	110
RESIDENCE OWNED	69.4	72.4	104	73.4	106	72.5	104	72.1	104	70.2	101	63.1	91
VALUE: \$50,000 OR MORE	40.0	43.0	108	41.8	104	45.8	115	45.5	114	43.7	109	36.8	92
VALUE: UNDER \$50,000	29.4	29.4	100	31.7	108	26.6	91	26.6	91	26.5	90	26.4	90

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
-NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
WOMEN'S BEAUTY AIDS, COSMETICS & PERSONAL PRODUCTS (P-28)
(FEMALES)

	TOTAL U.S. % DOWN	MASCARA		NAIL POLISH		PERFUME		COLOGNE & TOILET WATER		FEM. HYGIENE DOUCHES		FEM. HYGIENE SPRAY DEODORANTS	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
FEMALE HOMEMAKERS	91.5	88.6	97	89.1	97	89.0	97	92.5	101	90.1	98	89.6	98
EMPLOYED MOTHERS	21.1	29.3	139	24.3	115	26.8	127	23.2	110	22.3	105	22.3	105
18 - 24	16.6	24.1	145	19.9	120	23.0	138	14.8	89	18.8	113	23.5	141
25 - 34	22.8	30.1	132	24.3	107	26.7	117	23.4	103	21.7	95	22.2	97
35 - 44	16.7	21.3	127	18.5	111	18.9	113	19.2	115	19.2	115	17.4	104
45 - 54	12.9	11.0	85	12.3	95	10.5	81	14.2	110	12.3	95	14.3	110
55 - 64	13.4	8.8	66	11.9	89	9.8	73	14.4	108	13.2	99	10.4	78
65 OR OLDER	17.5	4.7	27	13.0	74	11.1	64	13.9	80	14.7	84	12.2	70
18 - 34	39.5	54.3	137	44.3	112	49.7	126	38.3	97	40.5	103	45.7	116
18 - 49	62.3	81.4	131	69.1	111	74.4	119	64.3	103	65.4	105	69.9	112
25 - 54	52.5	62.4	119	55.2	105	56.1	107	56.8	108	53.2	101	53.9	103
35 - 49	22.9	27.2	119	24.8	109	24.7	108	26.0	114	25.0	109	24.1	106
50 OR OLDER	37.7	18.6	49	30.9	82	25.6	68	35.7	95	34.6	92	30.1	80
GRADUATED COLLEGE	13.7	15.9	116	13.0	95	13.0	95	14.9	109	7.4	54	11.1	81
ATTENDED COLLEGE	17.3	22.4	129	19.5	113	19.2	111	19.7	114	12.4	72	14.9	86
GRADUATED HIGH SCHOOL	41.7	44.4	106	43.8	105	42.1	101	44.0	105	45.1	108	42.3	101
DID NOT GRADUATE HIGH SCHOOL	27.3	17.4	64	23.6	87	25.8	94	21.4	79	35.0	128	31.7	116
EMPLOYED FULL-TIME	40.1	51.3	128	44.6	111	44.1	110	47.2	118	41.6	104	42.3	105
EMPLOYED PART-TIME	9.6	12.2	127	10.2	106	11.1	116	10.0	104	7.9	82	7.0	73
NOT EMPLOYED	50.3	36.5	73	45.2	90	44.7	89	42.8	85	50.5	100	50.7	101
PROFESSIONAL/MANAGER	12.2	14.6	120	12.3	101	11.6	95	13.8	113	7.5	62	9.1	74
TECH/CLERICAL/SALES	22.2	31.3	141	26.5	119	26.3	118	27.3	123	21.8	98	21.2	95
PRECISION/CRAFT	1.2	1.3	110	1.2	101	1.1	93	1.3	116	1.6	142	1.4	118
OTHER EMPLOYED	14.1	16.3	115	14.9	105	16.3	116	14.8	105	18.5	131	17.6	125
SINGLE	18.1	22.5	125	20.1	111	22.4	124	17.7	98	18.2	101	23.6	130
MARRIED	58.4	59.4	102	57.4	98	56.0	96	59.3	101	54.1	93	52.1	89
DIVORCED/SEPARATED/WIDOWED	23.5	18.1	77	22.4	95	21.6	92	23.0	98	27.7	118	24.3	103
PARENTS	38.3	47.3	123	41.2	107	45.9	120	37.9	99	41.5	108	42.8	112
WHITE	86.4	90.7	105	85.4	99	83.8	97	88.3	102	75.5	87	74.8	87
BLACK	11.4	7.3	64	12.5	110	13.9	122	9.8	86	22.9	201	23.5	207
OTHER	2.2	1.9	86	2.1	93	2.3	102	1.8	82	1.7	75	1.7	78
NORTHEAST-CENSUS	22.4	21.3	95	22.6	101	21.3	95	21.9	98	15.9	71	13.6	61
NORTH CENTRAL	25.1	25.8	103	23.9	95	23.3	93	26.7	106	21.2	84	19.1	76
SOUTH	34.0	30.2	89	33.0	97	34.1	100	31.7	93	47.2	139	53.9	159
WEST	18.5	22.7	122	20.5	110	21.3	115	19.8	107	15.8	85	13.4	73
NORTHEAST-MKTG.	22.8	21.3	94	23.6	103	22.2	97	21.8	96	19.4	85	18.3	80
EAST CENTRAL	14.8	14.8	100	14.6	99	12.6	85	14.9	101	12.5	85	10.6	72
WEST CENTRAL	16.9	17.8	105	15.9	94	16.4	97	18.3	108	13.4	79	13.6	80
SOUTH	29.1	26.2	90	27.9	96	30.0	103	27.6	95	40.1	137	46.0	158
PACIFIC	16.4	19.9	121	18.1	111	18.9	115	17.4	106	14.6	90	11.5	70
COUNTY SIZE A	41.5	43.9	106	43.9	106	41.9	101	42.1	101	41.4	100	39.2	95
COUNTY SIZE B	30.3	31.0	102	31.0	102	31.6	104	31.7	104	28.5	94	29.3	97
COUNTY SIZE C	15.4	15.1	98	14.6	95	14.6	95	15.0	97	14.7	95	13.4	87
COUNTY SIZE D	12.8	10.0	78	10.5	82	11.9	93	11.3	88	15.4	120	18.1	141
METRO CENTRAL CITY	30.3	30.6	101	31.1	103	32.2	106	31.3	103	33.4	110	33.9	112
METRO SUBURBAN	45.1	49.3	109	47.2	105	44.4	98	45.6	101	38.6	85	35.7	79
NON METRO	24.6	20.1	82	21.7	88	23.5	96	23.2	94	28.0	114	30.3	124
TOP 5 ADI'S	23.6	25.7	109	26.4	112	24.9	106	24.1	102	21.2	90	16.2	69
TOP 10 ADI'S	32.5	33.8	104	34.5	106	32.5	100	32.3	99	31.8	98	28.3	87
TOP 20 ADI'S	46.2	48.0	104	48.1	104	46.4	100	46.2	100	44.5	96	42.1	91
HSHLD INC. \$50,000 OR MORE	9.0	11.6	129	10.2	114	9.5	106	10.6	119	5.0	56	8.1	90
\$40,000 OR MORE	17.2	22.1	129	19.1	111	18.2	106	20.2	117	10.5	61	15.2	88
\$30,000 OR MORE	32.0	39.5	123	34.7	108	32.5	101	36.5	114	20.2	63	25.5	80
\$25,000 OR MORE	41.2	50.5	123	44.9	109	40.9	99	46.7	113	28.6	70	34.6	84
\$20,000 - \$24,999	11.2	12.2	109	12.1	108	10.6	94	12.0	107	11.4	102	11.5	102
\$15,000 - \$19,999	10.4	10.7	103	10.1	97	10.8	104	10.1	97	11.7	113	9.4	90
\$10,000 - \$14,999	15.2	13.8	90	16.0	105	17.1	112	13.9	92	16.9	111	15.2	100
UNDER \$10,000	22.0	12.8	58	16.8	77	20.5	94	17.3	79	31.3	142	29.4	134
HOUSEHOLD OF 1 PERSON	13.6	8.1	60	11.4	84	10.1	74	13.3	98	11.6	86	10.7	79
2 PEOPLE	30.6	27.4	90	29.7	97	26.9	88	30.7	100	32.5	106	29.8	97
3 OR 4 PEOPLE	38.7	45.3	117	39.6	102	43.0	111	39.2	101	37.7	97	38.5	99
5 OR MORE PEOPLE	17.2	19.2	112	19.2	112	20.0	117	16.8	98	18.2	106	21.0	123
NO CHILD IN HSHLD	56.3	46.5	83	52.7	94	46.9	83	56.6	101	52.8	94	51.2	91
CHILD(REN) UNDER 2 YRS	6.8	7.6	112	6.7	98	7.6	112	5.1	74	9.3	135	9.5	138
2 - 5 YEARS	17.2	20.5	119	18.5	108	22.3	130	15.2	88	18.2	106	24.8	144
6 - 11 YEARS	18.4	21.8	118	20.4	111	21.6	117	17.7	96	22.1	120	22.1	120
12 - 17 YEARS	21.7	26.4	122	24.7	114	25.6	118	24.1	111	22.0	102	21.6	100
RESIDENCE OWNED	69.4	66.5	96	67.8	98	64.7	93	70.8	102	61.1	88	66.2	95
VALUE: \$50,000 OR MORE	40.0	43.5	109	41.6	104	36.6	92	43.8	110	27.0	68	31.9	80
VALUE: UNDER \$50,000	29.4	23.0	78	26.2	89	28.2	96	27.0	92	34.1	116	34.3	117

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
WOMEN'S BEAUTY AIDS, COSMETICS & PERSONAL PRODUCTS (P-28)
(FEMALES)

	TOTAL U.S. % DOWN	SANITARY PADS NAPKINS MAXI/FULL SIZE		SANITARY PADS NAPKINS MINI SIZE		SANITARY PADS/ NAPKINS-PANTI LINERS/SHIELDS		TAMPONS		BEAUTY SALONS	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALES	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
FEMALE HOMEMAkers	91.5	89.3	97	85.6	94	89.7	98	88.1	96	94.0	103
EMPLOYED MOTHERS	21.1	31.5	149	31.8	150	28.8	136	32.2	152	16.4	78
18 - 24	16.6	20.3	122	26.3	158	25.3	152	28.3	170	11.0	66
25 - 34	22.8	33.6	147	36.0	158	33.8	148	35.9	157	15.7	69
35 - 44	16.7	28.5	170	22.4	134	21.7	130	23.2	139	14.1	84
45 - 54	12.9	10.1	78	7.6	59	10.2	79	7.3	56	15.5	120
55 - 64	13.4	3.7	27	4.6	34	4.9	37	2.9	22	20.0	149
65 OR OLDER	17.5	3.9	22	3.1	17	4.1	24	2.4	14	23.6	135
18 - 34	39.5	53.9	136	62.3	158	59.1	150	64.2	163	26.8	68
18 - 49	62.3	88.4	142	89.5	144	87.0	139	92.5	148	47.6	76
25 - 54	52.5	72.2	137	66.0	126	65.6	125	66.4	127	45.3	86
35 - 49	22.9	34.6	151	27.2	119	27.8	122	28.3	124	20.9	91
50 OR OLDER	37.7	11.6	31	10.5	28	13.0	35	7.5	20	52.4	139
GRADUATED COLLEGE	13.7	12.4	90	16.5	121	16.1	118	20.0	146	15.2	111
ATTENDED COLLEGE	17.3	18.6	108	22.7	131	21.7	126	23.1	133	17.0	98
GRADUATED HIGH SCHOOL	41.7	49.1	118	42.3	101	43.6	104	40.7	98	43.3	104
DID NOT GRADUATE HIGH SCHOOL	27.3	19.9	73	18.6	68	18.6	68	16.2	59	24.5	90
EMPLOYED FULL-TIME	40.1	42.8	107	44.4	111	47.4	118	53.9	134	40.2	100
EMPLOYED PART-TIME	9.6	10.5	109	12.8	133	12.6	131	13.0	135	8.5	88
NOT EMPLOYED	50.3	46.7	93	42.8	85	40.0	80	33.1	66	51.3	102
PROFESSIONAL/MANAGER	12.2	11.6	95	14.0	115	14.9	122	18.0	148	13.3	109
TECH/CLERICAL/SALES	22.2	25.0	113	27.2	122	30.2	136	30.7	138	22.5	101
PRECISION/CRAFT	1.2	1.3	111	1.8	155	1.5	129	1.1	96	1.0	85
OTHER EMPLOYED	14.1	15.4	109	14.3	101	13.4	95	17.1	121	11.9	84
SINGLE	18.1	21.0	116	23.1	128	23.8	132	28.1	156	14.0	78
MARRIED	58.4	64.1	110	59.8	102	58.5	100	56.1	96	60.9	104
DIVORCED/SEPARATED/WIDOWED	23.5	14.9	63	17.1	73	17.7	75	15.8	67	25.0	107
PARENTS	38.3	62.8	164	58.1	152	51.3	134	53.1	138	27.4	71
WHITE	86.4	84.0	97	86.1	100	88.5	102	86.6	100	89.1	103
BLACK	11.4	13.6	119	10.4	91	8.2	72	10.5	93	9.3	82
OTHER	2.2	2.4	107	3.5	157	3.3	148	2.8	127	1.6	72
NORTHEAST-CENSUS	22.4	27.5	123	27.1	121	25.3	113	19.8	89	24.2	108
NORTH CENTRAL	25.1	25.1	100	25.4	101	30.0	120	24.6	98	22.6	90
SOUTH	34.0	31.4	92	26.3	77	25.1	74	33.0	97	37.2	109
WEST	18.5	16.0	86	21.3	115	19.6	106	22.6	122	16.0	86
NORTHEAST-MKTG.	22.8	27.2	119	27.3	120	23.7	104	21.9	96	24.8	109
EAST CENTRAL	14.8	15.5	105	15.9	108	16.3	110	13.3	90	13.9	94
WEST CENTRAL	16.9	16.8	99	16.7	99	20.3	120	17.4	103	15.9	94
SOUTH	29.1	26.6	91	21.7	75	22.5	77	27.5	94	31.5	108
PACIFIC	16.4	14.0	85	18.3	112	17.2	105	19.9	122	13.9	85
COUNTY SIZE A	41.5	42.6	103	46.7	113	40.1	97	43.6	105	40.8	98
COUNTY SIZE B	30.3	33.8	112	28.2	93	30.7	101	28.9	95	31.4	104
COUNTY SIZE C	15.4	13.5	88	14.6	95	17.9	117	16.2	106	14.6	95
COUNTY SIZE D	12.8	10.1	79	10.5	82	11.2	88	11.3	88	13.2	103
METRO CENTRAL CITY	30.3	31.0	102	32.0	106	28.2	93	31.1	103	28.6	94
METRO SUBURBAN	45.1	48.7	108	46.3	103	47.4	105	47.0	104	46.5	103
NON METRO	24.6	20.2	82	21.7	88	24.4	99	21.9	89	24.9	102
TOP 5 ADI'S	23.6	24.4	104	25.4	108	25.4	108	23.8	101	22.8	97
TOP 10 ADI'S	32.5	33.7	104	34.7	107	31.6	97	33.4	103	31.9	98
TOP 20 ADI'S	46.2	46.0	100	50.2	109	44.1	95	48.8	106	46.5	101
MSHLD INC. \$50,000 OR MORE	9.0	8.7	97	10.6	118	10.0	111	10.3	115	11.6	129
\$40,000 OR MORE	17.2	17.5	102	20.6	120	20.4	118	20.4	119	20.0	116
\$30,000 OR MORE	32.0	36.8	115	38.0	119	40.1	125	37.3	116	34.4	107
\$25,000 OR MORE	41.2	47.0	114	50.8	123	50.7	123	48.5	118	43.3	105
\$20,000 - \$24,999	11.2	12.9	115	12.9	115	11.2	100	12.3	109	12.1	108
\$15,000 - \$19,999	10.4	9.8	94	8.9	86	8.9	86	10.8	104	9.9	96
\$10,000 - \$14,999	15.2	14.7	97	13.3	87	12.7	83	13.1	86	16.6	109
UNDER \$10,000	22.0	15.6	71	14.1	64	16.5	75	15.3	70	18.0	82
HOUSEHOLD OF 1 PERSON	13.6	4.6	34	6.1	45	6.8	50	8.3	61	17.1	126
2 PEOPLE	30.6	16.1	53	17.5	57	24.1	79	23.6	77	38.0	124
3 OR 4 PEOPLE	38.7	51.6	133	51.2	132	48.6	126	46.4	120	32.8	85
5 OR MORE PEOPLE	17.2	27.7	162	25.2	147	20.5	119	21.7	127	12.2	71
NO CHILD IN MSHLD	56.3	30.3	54	34.2	61	42.8	76	40.8	72	68.1	121
CHILD(REN) UNDER 2 YRS	6.8	12.2	179	13.2	193	10.1	147	9.9	145	3.9	57
2 - 5 YEARS	17.2	28.1	163	32.1	186	25.6	148	25.9	151	10.6	62
6 - 11 YEARS	18.4	32.4	176	27.5	150	25.8	140	24.7	134	12.8	69
12 - 17 YEARS	21.7	35.2	162	27.0	125	26.2	121	26.8	124	17.4	80
RESIDENCE OWNED	69.4	65.4	94	65.5	94	63.5	92	60.5	87	77.1	111
VALUE: \$50,000 OR MORE	40.0	39.0	97	42.8	107	38.2	96	39.5	99	46.8	117
VALUE: UNDER \$50,000	29.4	26.4	90	22.7	77	25.2	86	21.0	71	30.3	103

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
--NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FEMALE HOMEMAKERS

RELATIVE VOLUME OF CONSUMPTION
RESTAURANTS, STORES & GROCERY SHOPPING (P-11)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	COUPONS FROM NEWSPAPERS		COUPONS FROM MAGAZINES		COUPONS IN MAIL		COUPONS IN OR ON PACKAGES)		COUPONS HANDED OUT NEAR STORES			
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100		
18 - 24	11.5	9.9	87	9.5	83	10.0	87	10.4	91	13.0	114		
25 - 34	23.5	24.4	104	26.5	112	25.4	108	26.1	111	27.4	116		
35 - 44	18.0	18.9	105	20.3	113	20.7	115	19.8	110	19.2	106		
45 - 54	14.0	14.2	101	14.0	100	13.7	98	14.5	103	17.3	123		
55 - 64	14.4	15.2	106	14.7	102	14.7	103	15.6	108	12.7	89		
65 OR OLDER	18.6	17.3	93	15.0	81	15.4	83	13.7	74	10.4	56		
18 - 34	35.0	34.3	98	36.0	103	35.5	101	36.5	104	40.4	115		
18 - 49	59.7	59.6	100	62.7	105	62.5	105	63.0	106	69.6	117		
25 - 54	55.6	57.5	103	60.8	109	59.9	108	60.3	109	63.9	115		
35 - 49	24.7	25.2	102	26.6	108	27.0	109	26.5	107	29.1	118		
50 OR OLDER	40.3	40.4	100	37.3	93	37.5	93	37.0	92	30.4	76		
GRADUATED COLLEGE	13.8	14.6	106	16.0	116	15.4	112	16.2	118	15.6	113		
ATTENDED COLLEGE	16.9	18.5	110	19.7	117	19.5	115	18.9	112	19.3	114		
GRADUATED HIGH SCHOOL	41.8	44.8	107	45.1	108	46.2	110	45.5	109	43.3	104		
DID NOT GRADUATE HIGH SCHOOL	27.5	22.0	80	19.2	70	19.0	69	19.3	70	21.8	79		
EMPLOYED	49.8	49.5	99	53.5	108	51.9	104	51.0	103	54.5	110		
EMPLOYED FULL-TIME	40.6	39.6	98	42.4	105	41.1	101	39.6	98	41.5	102		
EMPLOYED PART-TIME	9.2	9.9	107	11.1	121	10.7	117	11.4	124	13.0	142		
NOT EMPLOYED	50.2	50.5	101	46.5	93	48.1	96	49.0	97	45.5	91		
PROFESSIONAL/MANAGER	12.8	13.0	101	14.4	112	13.6	106	13.7	107	13.6	106		
TECH/CLERICAL/SALES	21.7	22.2	102	25.1	116	24.8	114	22.5	104	25.3	117		
PRECISION/CRAFT	1.2	1.0	83	1.0	80	1.0	79	1.0	83	1.4	117		
OTHER EMPLOYED	14.0	13.3	95	13.1	94	12.6	90	13.8	98	14.2	101		
SINGLE	12.2	10.0	82	9.6	79	9.4	78	9.9	81	12.2	100		
MARRIED	63.4	68.7	108	70.8	112	70.8	112	70.3	111	69.3	109		
DIVORCED/SEPARATED/WIDOWED	24.4	21.3	87	19.5	80	19.7	81	19.9	81	18.5	76		
PARENTS	40.2	42.4	105	45.1	112	45.4	113	46.3	115	52.2	130		
WHITE	86.9	91.1	105	91.2	105	91.2	105	92.2	106	89.8	103		
BLACK	10.8	7.0	65	6.8	63	6.5	60	6.1	56	8.0	74		
OTHER	2.2	1.9	84	2.0	90	2.3	103	1.7	77	2.2	100		
NORTHEAST-CENSUS	22.0	27.1	123	26.5	121	28.3	129	28.0	127	28.5	130		
NORTH CENTRAL	25.6	29.9	117	28.2	110	27.1	106	26.9	105	31.5	123		
SOUTH	34.3	26.2	77	28.3	83	27.6	80	27.7	81	19.6	57		
WEST	18.1	16.8	93	17.0	94	17.0	94	17.4	96	20.4	113		
NORTHEAST-MKTG.	22.2	25.9	117	26.1	118	26.9	121	26.2	118	26.5	119		
EAST CENTRAL	14.7	17.6	120	17.3	118	17.2	117	17.1	117	19.0	129		
WEST CENTRAL	17.4	18.8	108	17.7	102	16.9	97	16.9	97	19.2	111		
SOUTH	29.7	22.6	76	23.8	80	23.6	79	24.2	81	17.2	58		
PACIFIC	16.0	15.1	94	15.1	94	15.4	96	15.6	98	18.1	113		
COUNTY SIZE A	40.1	41.3	103	39.2	98	41.6	104	37.7	94	44.0	110		
COUNTY SIZE B	30.8	33.7	110	33.9	110	35.8	116	33.9	110	31.8	103		
COUNTY SIZE C	16.0	14.4	90	15.8	99	13.7	86	16.8	105	14.7	92		
COUNTY SIZE D	13.2	10.6	80	11.1	84	8.9	68	11.7	89	9.5	72		
METRO CENTRAL CITY	30.3	29.4	97	27.8	92	29.5	97	26.5	87	28.9	96		
METRO SUBURBAN	44.4	50.0	113	49.6	112	51.0	115	49.8	112	52.3	118		
NON METRO	25.4	20.6	81	22.7	89	19.5	77	23.7	93	18.8	74		
TOP 5 ADI'S	22.6	25.1	111	23.8	105	24.0	106	23.0	102	29.7	131		
TOP 10 ADI'S	31.3	31.5	100	30.9	99	31.5	100	30.3	97	37.0	118		
TOP 20 ADI'S	45.1	45.1	100	43.7	97	45.6	101	43.1	96	48.5	108		
MSHLD INC. \$50,000 OR MORE	8.2	8.7	107	10.4	127	10.0	123	9.2	113	10.6	130		
\$40,000 OR MORE	15.6	16.9	108	18.8	120	18.6	119	17.5	112	20.5	131		
\$30,000 OR MORE	30.5	33.6	110	35.4	116	35.7	117	33.9	111	36.7	120		
\$25,000 OR MORE	39.6	43.8	111	46.1	116	45.8	116	43.3	109	44.6	113		
\$20,000 - \$24,999	11.3	11.8	104	12.0	107	12.0	106	13.3	117	16.0	142		
\$15,000 - \$19,999	10.8	10.8	100	10.3	95	10.2	94	10.8	100	8.5	79		
\$10,000 - \$14,999	15.5	15.5	100	15.1	98	15.3	99	15.3	99	13.1	84		
UNDER \$10,000	22.8	18.2	80	16.4	72	16.7	73	17.4	76	17.8	78		
HOUSEHOLD OF 1 PERSON	14.8	12.2	83	11.5	78	11.1	75	10.3	69	8.6	58		
2 PEOPLE	32.8	32.4	99	30.7	93	30.8	94	30.3	92	25.8	79		
3 OR 4 PEOPLE	37.8	39.2	104	41.4	109	41.5	110	40.7	108	44.4	117		
5 OR MORE PEOPLE	14.6	16.2	111	16.5	113	16.7	114	18.7	129	21.2	145		
NO CHILD IN MSHLD	57.0	54.7	96	52.1	91	51.7	91	50.5	89	44.5	78		
CHILD(REN) UNDER 2 YRS	6.6	6.2	94	6.6	101	6.3	96	7.2	109	6.9	105		
2 - 5 YEARS	17.6	17.7	101	19.3	110	19.8	113	20.7	118	20.8	119		
6 - 11 YEARS	18.7	19.7	106	21.4	115	21.8	117	21.5	115	25.1	134		
12 - 17 YEARS	20.5	21.8	106	22.3	109	23.5	114	23.8	116	27.0	132		
RESIDENCE OWNED	69.0	73.2	106	73.4	106	74.4	108	73.3	106	67.3	98		
VALUE: \$50,000 OR MORE	39.2	44.6	114	45.1	115	45.9	117	43.9	112	43.0	110		
VALUE: UNDER \$50,000	29.8	28.7	96	28.3	95	28.4	95	29.5	99	24.3	82		

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
COFFEE, TEA, MILK, SOFT DRINKS & JUICES (P-18)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	CAFFEINATED INST. & FREEZE DRIED COFFEE		DECAFF. INST. & FREEZE DRIED COFFEE		GROUND COFFEE CAFFEINATED OR DECAFFEINATED		GROUND COFFEE CAFFEINATED REGULAR		GROUND COFFEE DECAFFEINATED		B D	
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100		
18 - 24	11.5	10.9	95	7.6	66	7.5	66	7.6	67	7.4	65		
25 - 34	23.5	20.8	88	17.2	73	21.3	91	21.8	93	21.1	89		
35 - 44	18.0	18.7	104	14.9	83	20.3	113	20.7	115	19.7	109		
45 - 54	14.0	15.5	110	17.3	123	16.8	120	16.6	118	17.5	125		
55 - 64	14.4	16.2	113	18.8	131	17.1	119	16.6	115	17.0	118		
65 OR OLDER	18.6	17.9	96	24.2	130	17.0	91	16.7	90	17.3	93		
18 - 34	35.0	31.6	90	24.7	71	28.9	82	29.5	84	28.5	81		
18 - 49	59.7	57.7	97	47.9	80	56.9	95	57.7	97	57.2	96		
25 - 54	55.6	55.0	99	49.4	89	58.4	105	59.1	106	58.3	105		
35 - 49	24.7	26.0	105	23.1	94	28.1	114	28.2	114	28.7	116		
50 OR OLDER	40.3	42.3	105	52.1	129	43.1	107	42.3	105	42.8	106		
GRADUATED COLLEGE	13.8	11.9	87	9.9	72	12.3	90	11.8	85	13.9	101		
ATTENDED COLLEGE	16.9	14.4	85	14.3	85	17.7	105	17.4	103	19.3	114		
GRADUATED HIGH SCHOOL	41.8	41.0	98	42.0	100	43.7	104	44.3	106	43.0	103		
DID NOT GRADUATE HIGH SCHOOL	27.5	32.7	119	33.8	123	26.3	96	26.6	97	23.9	87		
EMPLOYED	49.8	48.1	97	44.4	89	48.3	97	47.7	96	48.8	98		
EMPLOYED FULL-TIME	40.6	40.7	100	35.5	87	39.8	98	39.9	98	38.2	94		
EMPLOYED PART-TIME	9.2	7.4	81	8.9	97	8.5	92	7.9	86	10.6	115		
NOT EMPLOYED	50.2	51.9	103	55.6	111	51.7	103	52.3	104	51.2	102		
PROFESSIONAL/MANAGER	12.8	11.9	93	10.5	82	13.0	101	12.6	98	15.2	118		
TECH/CLERICAL/SALES	21.7	18.9	87	18.1	83	21.9	101	21.7	100	20.1	93		
PRECISION/CRAFT	1.2	1.0	83	0.9	70	1.0	82	1.0	85	0.7	54		
OTHER EMPLOYED	14.0	16.3	116	15.0	107	12.5	89	12.4	89	12.9	92		
SINGLE	12.2	11.8	97	10.2	84	8.4	69	8.3	68	8.4	69		
MARRIED	63.4	64.3	101	61.7	97	70.7	111	70.8	112	70.4	111		
DIVORCED/SEPARATED/WIDOWED	24.4	23.9	98	28.1	115	20.9	86	20.9	86	21.2	87		
PARENTS	40.2	40.7	101	35.2	88	40.3	100	41.2	102	40.9	102		
WHITE	86.9	85.5	98	87.1	100	92.0	106	92.5	106	90.8	104		
BLACK	10.8	12.5	115	11.5	106	6.1	56	5.5	51	7.5	69		
OTHER	2.2	2.0	89	1.4	63	2.0	89	2.0	89	1.7	78		
NORTHEAST-CENSUS	22.0	27.8	127	28.4	129	20.2	92	20.1	92	19.2	87		
NORTH CENTRAL	25.6	22.6	88	24.6	96	29.4	115	30.1	117	26.0	102		
SOUTH	34.3	33.5	98	31.0	90	30.6	89	31.1	91	29.4	86		
WEST	18.1	16.1	89	16.0	88	19.7	109	18.7	103	25.4	140		
NORTHEAST-MKTG.	22.2	27.2	123	26.9	121	19.8	89	19.4	87	20.5	92		
EAST CENTRAL	14.7	16.2	110	15.8	107	15.0	102	15.2	104	12.9	88		
WEST CENTRAL	17.4	13.4	77	16.1	92	21.9	126	22.5	129	20.2	116		
SOUTH	29.7	28.7	96	27.6	93	27.1	91	27.6	93	25.0	84		
PACIFIC	16.0	14.5	91	13.6	85	16.2	101	15.2	95	21.4	134		
COUNTY SIZE A	40.1	39.5	99	38.7	97	39.3	98	38.7	97	40.5	101		
COUNTY SIZE B	30.8	29.5	96	31.6	103	30.7	100	30.8	100	30.1	98		
COUNTY SIZE C	16.0	19.2	120	16.6	104	17.1	107	17.2	108	17.9	112		
COUNTY SIZE D	13.2	11.8	89	13.2	100	12.9	98	13.3	101	11.5	87		
METRO CENTRAL CITY	30.3	27.8	92	30.9	102	27.8	92	26.1	86	32.5	107		
METRO SUBURBAN	44.4	44.6	101	42.0	95	47.0	106	47.5	107	44.5	100		
NON METRO	25.4	27.6	109	27.1	107	25.3	100	26.4	104	23.1	91		
TOP 5 ADI'S	22.6	22.4	99	23.1	102	20.7	91	19.6	86	24.1	106		
TOP 10 ADI'S	31.3	30.6	98	30.4	97	29.4	94	28.3	90	32.8	105		
TOP 20 ADI'S	45.1	43.3	96	43.5	96	44.2	98	43.6	97	44.6	99		
HSHLD INC. \$50,000 OR MORE	8.2	7.7	94	7.1	87	10.2	125	10.0	122	11.1	136		
\$40,000 OR MORE	15.6	14.4	92	13.5	86	18.2	117	18.0	115	18.1	116		
\$30,000 OR MORE	30.5	27.7	91	27.3	89	35.6	117	35.0	115	36.7	120		
\$25,000 OR MORE	39.6	36.6	92	37.7	95	45.8	116	45.4	115	46.4	117		
\$20,000 - \$24,999	11.3	11.5	102	10.2	90	11.8	105	11.6	103	13.0	115		
\$15,000 - \$19,999	10.8	11.9	110	11.0	102	10.3	95	10.4	96	10.1	94		
\$10,000 - \$14,999	15.5	16.4	106	16.9	109	14.4	93	14.8	95	13.0	84		
UNDER \$10,000	22.8	23.7	104	24.3	106	17.7	77	17.8	78	17.5	77		
HOUSEHOLD OF 1 PERSON	14.8	11.9	80	14.8	100	10.8	73	10.8	73	11.2	76		
2 PEOPLE	32.8	32.7	100	35.3	107	33.5	102	31.8	97	34.7	106		
3 OR 4 PEOPLE	37.8	38.0	100	34.7	92	39.7	105	41.1	109	37.3	99		
5 OR MORE PEOPLE	14.6	17.5	120	15.2	104	16.0	110	16.3	112	16.8	115		
NO CHILD IN HSHLD	57.0	56.5	99	61.6	108	57.0	100	56.2	99	56.9	100		
CHILD(REN) UNDER 2 YRS	6.6	6.5	100	5.4	82	5.3	80	5.4	82	6.5	99		
2 - 5 YEARS	17.6	16.9	96	14.0	80	16.1	92	16.8	96	16.1	92		
6 - 11 YEARS	18.7	19.7	106	16.2	87	18.8	101	19.2	103	18.7	100		
12 - 17 YEARS	20.5	22.5	110	20.7	101	22.7	111	23.0	112	22.9	112		
RESIDENCE OWNED	69.0	68.5	99	70.8	103	76.0	110	75.9	110	76.1	110		
VALUE: \$50,000 OR MORE	39.2	36.4	93	37.2	95	45.4	116	44.3	113	49.6	127		
VALUE: UNDER \$50,000	29.8	32.1	108	33.6	113	30.6	103	31.6	106	26.5	89		

RELATIVE VOLUME OF CONSUMPTION
COFFEE, TEA, MILK, SOFT DRINKS & JUICES (P-18)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	MILK, LIQUID (BOTTLES/ CARTONS)		MILK FLAVORINGS									
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100								
18 - 24	11.5	11.9	104	12.6	110								
25 - 34	23.5	25.9	110	27.7	117								
35 - 44	18.0	21.4	119	23.9	133								
45 - 54	14.0	14.2	101	14.5	103								
55 - 64	14.4	13.2	92	12.0	84								
65 OR OLDER	18.6	13.5	72	9.3	50								
18 - 34	35.0	37.8	108	40.3	115								
18 - 49	59.7	66.2	111	71.0	119								
25 - 54	55.6	61.5	111	66.1	119								
35 - 49	24.7	28.4	115	30.7	124								
50 OR OLDER	40.3	33.8	84	29.0	72								
GRADUATED COLLEGE	13.8	12.5	91	9.5	69								
ATTENDED COLLEGE	16.9	17.2	102	16.1	96								
GRADUATED HIGH SCHOOL	41.8	44.4	106	48.8	117								
DID NOT GRADUATE HIGH SCHOOL	27.5	25.9	94	25.6	93								
EMPLOYED	49.8	50.1	101	48.0	97								
EMPLOYED FULL-TIME	40.6	40.2	99	40.0	99								
EMPLOYED PART-TIME	9.2	10.0	108	8.0	87								
NOT EMPLOYED	50.2	49.9	99	52.0	103								
PROFESSIONAL/MANAGER	12.8	12.0	94	9.8	76								
TECH/CLERICAL/SALES	21.7	22.3	103	21.5	99								
PRECISION/CRAFT	1.2	1.2	96	1.3	110								
OTHER EMPLOYED	14.0	14.7	105	15.4	110								
SINGLE	12.2	9.6	79	8.9	73								
MARRIED	63.4	70.8	112	71.4	113								
DIVORCED/SEPARATED/WIDOWED	24.4	19.6	80	19.7	81								
PARENTS	40.2	50.9	127	60.4	150								
WHITE	86.9	88.6	102	87.5	101								
BLACK	10.8	9.4	87	10.4	96								
OTHER	2.2	2.0	90	2.0	92								
NORTHEAST-CENSUS	22.0	22.9	104	25.3	115								
NORTH CENTRAL	25.6	28.4	111	29.8	116								
SOUTH	34.3	30.7	90	31.9	93								
WEST	18.1	17.9	99	13.1	72								
NORTHEAST-MKTG.	22.2	21.7	98	24.8	112								
EAST CENTRAL	14.7	16.2	110	14.5	99								
WEST CENTRAL	17.4	19.2	110	20.7	119								
SOUTH	29.7	27.3	92	28.9	97								
PACIFIC	16.0	15.7	98	11.1	70								
COUNTY SIZE A	40.1	38.5	96	38.2	95								
COUNTY SIZE B	30.8	32.0	104	32.1	104								
COUNTY SIZE C	16.0	16.4	103	16.3	102								
COUNTY SIZE D	13.2	13.1	99	13.4	101								
METRO CENTRAL CITY	30.3	28.2	93	29.5	97								
METRO SUBURBAN	44.4	46.1	104	45.5	103								
NON METRO	25.4	25.7	101	25.0	99								
TOP 5 ADI'S	22.6	21.1	93	22.8	101								
TOP 10 ADI'S	31.3	29.2	93	30.4	97								
TOP 20 ADI'S	45.1	43.1	96	44.2	98								
HSHLD INC. \$50,000 OR MORE	8.2	8.8	108	8.0	98								
\$40,000 OR MORE	15.6	16.5	105	15.0	96								
\$30,000 OR MORE	30.5	32.4	106	30.7	101								
\$25,000 OR MORE	39.6	42.5	107	42.1	106								
\$20,000 - \$24,999	11.3	12.0	106	12.3	109								
\$15,000 - \$19,999	10.8	10.7	99	10.6	98								
\$10,000 - \$14,999	15.5	15.4	99	15.2	98								
UNDER \$10,000	22.8	19.4	85	19.8	87								
HOUSEHOLD OF 1 PERSON	14.8	8.5	57	5.7	38								
2 PEOPLE	32.8	27.3	83	22.6	69								
3 OR 4 PEOPLE	37.8	43.4	115	45.9	122								
5 OR MORE PEOPLE	14.6	20.8	143	25.8	177								
NO CHILD IN HSHLD	57.0	45.6	80	36.2	63								
CHILD(REN) UNDER 2 YRS	6.6	8.7	133	9.5	144								
2 - 5 YEARS	17.6	23.0	131	26.8	153								
6 - 11 YEARS	18.7	24.4	131	30.4	163								
12 - 17 YEARS	20.5	26.8	131	31.7	154								
RESIDENCE OWNED	69.0	70.8	103	70.1	102								
VALUE: \$50,000 OR MORE	39.2	40.2	102	38.2	98								
VALUE: UNDER \$50,000	29.8	30.6	103	31.9	107								

RELATIVE VOLUME OF CONSUMPTION
COFFEE, TEA, MILK, SOFT DRINKS & JUICES (P-18)
(FEMALE HOMEOWNERS)

	TOTAL U.S. % DOWN	ORANGE JUICE, FROZEN		ORANGE JUICE, IN BOTTLES, CAN OR CARTON		POWDERED FRUIT FLAVORED BRKFST, DRINKS		POWDERED SOFT DRINKS (ADD WATER)		TOMATO & VEGETABLES, JUICES		OTHER FRUIT JUICES & DRINKS	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALE HOMEOWNERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
18 - 24	11.5	10.5	92	10.1	88	12.8	112	13.8	121	8.7	76	10.6	93
25 - 34	23.6	24.0	102	24.1	103	25.3	108	30.4	129	17.2	73	27.3	116
35 - 44	18.0	21.3	118	19.5	108	20.9	116	26.1	145	18.6	103	20.6	114
45 - 54	14.0	13.5	96	15.8	113	13.4	96	13.0	93	16.1	115	14.3	102
55 - 64	14.4	14.4	100	14.7	103	12.0	83	8.6	60	17.5	121	13.3	92
65 OR OLDER	18.6	16.3	88	15.7	85	15.5	84	8.0	43	21.9	118	14.0	75
18 - 34	35.0	34.5	99	34.2	98	38.2	109	44.2	126	25.9	74	37.9	108
18 - 49	59.7	62.7	105	61.7	103	65.1	109	77.5	130	51.6	86	65.9	110
25 - 54	55.6	58.7	106	59.5	107	59.6	107	69.5	125	51.9	93	62.2	112
35 - 49	24.7	28.2	114	27.5	111	26.9	109	33.2	136	25.7	104	28.0	113
50 OR OLDER	40.3	37.3	93	38.3	95	34.9	87	22.5	56	48.4	120	34.1	85
GRADUATED COLLEGE	13.8	13.2	96	9.7	70	9.7	70	9.4	68	10.9	79	13.1	95
ATTENDED COLLEGE	16.9	17.6	104	15.0	89	14.1	84	18.0	107	13.4	79	16.3	96
GRADUATED HIGH SCHOOL	41.8	43.0	103	43.1	103	44.4	106	46.6	111	42.4	101	43.4	104
DID NOT GRADUATE HIGH SCHOOL	27.5	26.2	95	32.2	117	31.7	115	26.0	95	33.3	121	27.3	99
EMPLOYED	49.8	49.1	99	47.8	96	42.6	86	50.6	102	42.6	86	50.4	101
EMPLOYED FULL-TIME	40.6	39.2	97	39.7	98	33.6	83	39.8	98	34.6	85	41.0	101
EMPLOYED PART-TIME	9.2	9.9	108	8.1	88	9.0	97	10.8	117	8.0	86	9.4	102
NOT EMPLOYED	50.2	50.9	101	52.2	104	57.4	114	49.4	98	57.4	114	49.6	99
PROFESSIONAL/MANAGER	12.8	12.4	97	10.8	84	9.0	70	9.7	75	9.1	71	12.9	101
TECH/CLERICAL/SALES	21.7	22.0	101	19.8	91	18.5	85	22.3	103	18.7	86	20.8	96
PRECISION/CRAFT	1.2	0.7	61	1.0	86	0.9	72	1.3	108	1.1	88	1.0	82
OTHER EMPLOYED	14.0	13.9	99	16.2	116	14.2	101	17.3	123	13.7	98	15.7	112
SINGLE	12.2	10.4	85	11.8	97	10.3	84	10.0	82	9.9	81	10.5	86
MARRIED	63.4	68.3	108	64.4	102	64.2	101	70.2	111	64.7	102	68.8	108
DIVORCED/SEPARATED/WIDOWED	24.4	21.3	87	23.8	98	25.5	105	19.8	81	25.4	104	20.8	85
PARENTS	40.2	47.2	117	46.1	115	54.6	136	64.2	159	36.8	91	52.2	130
WHITE	86.9	86.5	99	81.0	93	79.7	92	84.6	97	87.6	101	83.9	96
BLACK	10.8	11.1	102	16.8	155	17.2	159	13.9	128	11.4	105	14.3	132
OTHER	2.2	2.4	110	2.2	100	3.1	140	1.5	68	1.1	48	1.8	82
NORTHEAST-CENSUS	22.0	22.1	101	30.1	137	20.1	91	18.7	85	23.7	108	25.5	116
NORTH CENTRAL	25.6	27.0	105	22.5	88	29.1	114	29.6	115	29.0	113	25.2	98
SOUTH	34.3	31.3	91	35.8	104	33.4	97	37.7	110	32.3	94	32.7	95
WEST	18.1	19.6	108	11.6	64	17.4	96	14.0	77	15.0	83	16.6	91
NORTHEAST-MKTG.	22.2	21.4	97	28.8	130	22.9	103	17.8	80	22.6	102	25.4	114
EAST CENTRAL	14.7	14.9	101	14.3	97	13.1	89	17.0	116	17.4	119	14.0	95
WEST CENTRAL	17.4	19.3	111	14.6	84	21.7	125	19.3	111	19.1	110	17.3	99
SOUTH	29.7	28.0	94	32.2	108	28.0	94	34.0	114	27.8	93	29.3	99
PACIFIC	16.0	16.4	102	10.1	63	14.2	89	11.9	74	13.1	82	14.1	88
COUNTY SIZE A	40.1	39.3	98	39.4	98	39.5	99	34.3	86	38.0	95	39.6	99
COUNTY SIZE B	30.8	31.9	104	33.0	107	28.8	94	34.6	113	31.1	101	31.9	104
COUNTY SIZE C	16.0	15.1	94	16.1	101	15.7	99	16.7	105	16.5	103	16.8	106
COUNTY SIZE D	13.2	13.8	104	11.4	87	16.0	121	14.4	109	14.5	109	11.6	88
METRO CENTRAL CITY	30.3	28.8	95	32.6	108	31.2	103	29.4	97	28.2	93	29.9	99
METRO SUBURBAN	44.4	45.9	103	43.0	97	38.3	86	42.7	96	43.4	98	45.7	103
NON METRO	25.4	25.4	100	24.4	96	30.4	120	27.9	110	28.4	112	24.3	96
TOP 5 ADI'S	22.6	21.5	95	23.8	105	25.1	111	18.0	79	21.8	96	23.0	102
TOP 10 ADI'S	31.3	29.5	94	30.9	99	32.9	105	24.5	78	29.0	93	30.7	98
TOP 20 ADI'S	45.1	43.3	96	43.8	97	44.8	99	37.8	84	42.3	94	44.2	98
HSHLD INC. \$50,000 OR MORE	8.2	8.4	103	8.1	100	6.7	82	6.6	81	7.7	95	7.9	97
\$40,000 OR MORE	15.6	16.6	106	14.9	95	12.0	77	14.8	94	15.3	98	16.1	103
\$30,000 OR MORE	30.5	33.4	110	29.5	97	26.0	85	30.4	100	28.3	93	32.0	105
\$25,000 OR MORE	39.6	43.9	111	38.3	97	33.5	85	40.1	101	36.4	92	41.1	104
\$20,000 - \$24,999	11.3	11.3	100	11.0	98	9.9	88	11.5	102	11.2	99	11.8	105
\$15,000 - \$19,999	10.8	10.2	95	10.0	93	13.6	126	10.6	98	9.9	92	9.7	90
\$10,000 - \$14,999	15.5	14.9	96	16.8	108	15.6	100	15.4	99	17.9	115	17.1	110
UNDER \$10,000	22.8	19.7	86	23.9	105	27.4	120	22.5	99	24.7	108	20.3	89
HOUSEHOLD OF 1 PERSON	14.8	10.8	73	9.6	65	9.6	65	5.3	36	12.8	87	9.2	62
2 PEOPLE	32.8	27.4	84	27.5	84	23.0	70	19.8	60	34.6	106	26.1	80
3 OR 4 PEOPLE	37.8	41.5	110	42.2	111	43.3	115	48.6	129	35.7	95	44.8	118
5 OR MORE PEOPLE	14.6	20.2	139	20.8	143	24.1	165	26.3	180	16.8	115	19.9	137
NO CHILD IN HSHLD	57.0	49.6	87	50.0	88	42.7	75	31.9	56	60.6	106	44.6	78
CHILD(REN) UNDER 2 YRS	6.6	7.7	117	7.7	118	8.2	125	10.2	156	5.6	86	9.4	143
2 - 5 YEARS	17.6	20.0	114	21.5	123	23.0	131	27.3	156	14.4	82	23.8	136
6 - 11 YEARS	18.7	23.1	124	22.8	122	29.9	160	32.8	176	17.8	96	25.6	137
12 - 17 YEARS	20.5	25.5	124	26.0	127	26.5	129	34.2	167	22.6	110	25.8	126
RESIDENCE OWNED	69.0	72.6	105	65.8	95	62.4	90	68.3	99	70.2	102	69.7	101
VALUE: \$50,000 OR MORE	39.2	42.4	108	34.0	87	31.5	80	34.8	89	37.0	94	38.3	98
VALUE: UNDER \$50,000	29.8	30.2	101	31.8	107	30.8	103	33.4	112	33.2	111	31.4	105

RELATIVE VOLUME OF CONSUMPTION
COFFEE, TEA, MILK, SOFT DRINKS & JUICES (P-18)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	HERBAL TEA		INSTANT ICED TEA MIX		INSTANT TEA UNSWEETENED		REGULAR TEA (IN BAGS OR PACKAGES)					
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100				
18 - 24	11.5	11.0	96	11.2	97	10.7	94	10.5	92				
25 - 34	23.5	22.4	95	22.5	96	22.1	94	22.7	97				
35 - 44	18.0	19.8	110	21.8	121	19.5	108	20.8	116				
45 - 54	14.0	15.3	109	14.5	103	15.4	110	15.2	108				
55 - 64	14.4	15.8	110	13.7	95	14.3	100	14.7	103				
65 OR OLDER	18.6	15.8	85	16.3	88	17.9	96	16.0	86				
18 - 34	35.0	33.4	95	33.7	96	32.8	94	33.3	95				
18 - 49	59.7	60.4	101	62.3	104	59.2	99	61.4	103				
25 - 54	55.6	57.4	103	58.8	106	57.0	103	58.7	106				
35 - 49	24.7	27.1	110	28.6	116	26.3	107	28.1	114				
50 OR OLDER	40.3	39.6	98	37.7	94	40.8	101	38.6	96				
GRADUATED COLLEGE	13.8	13.3	97	10.8	78	8.8	64	10.5	77				
ATTENDED COLLEGE	16.9	18.3	108	15.5	92	16.9	100	16.9	100				
GRADUATED HIGH SCHOOL	41.8	38.4	92	41.9	100	43.1	103	43.6	104				
DID NOT GRADUATE HIGH SCHOOL	27.5	30.0	109	31.8	116	31.2	114	28.9	105				
EMPLOYED	49.8	47.9	96	48.0	97	49.0	98	50.1	101				
EMPLOYED FULL-TIME	40.6	38.2	94	38.0	94	41.3	102	41.3	102				
EMPLOYED PART-TIME	9.2	9.7	105	10.1	110	7.6	83	8.9	96				
NOT EMPLOYED	50.2	52.1	104	52.0	103	51.0	102	49.9	99				
PROFESSIONAL/MANAGER	12.8	13.1	102	11.6	90	10.7	84	11.7	91				
TECH/CLERICAL/SALES	21.7	19.7	91	20.6	95	21.2	98	21.6	99				
PRECISION/CRAFT	1.2	0.8	67	0.7	57	0.7	57	1.0	82				
OTHER EMPLOYED	14.0	14.4	102	15.1	108	16.3	116	15.9	113				
SINGLE	12.2	11.4	94	11.1	91	8.6	71	9.3	77				
MARRIED	63.4	63.1	99	63.0	99	67.3	106	67.8	107				
DIVORCED/SEPARATED/WIDOWED	24.4	25.5	105	25.9	106	24.1	99	22.8	94				
PARENTS	40.2	42.3	105	45.7	114	42.9	107	44.9	111				
WHITE	86.9	86.0	99	84.3	97	83.4	96	86.8	100				
BLACK	10.8	11.5	106	13.2	122	15.0	138	10.7	99				
OTHER	2.2	2.6	117	2.5	113	1.6	74	2.5	114				
NORTHEAST-CENSUS	22.0	21.6	98	33.5	153	17.2	78	22.4	102				
NORTH CENTRAL	25.6	24.4	95	22.7	89	34.6	135	21.4	84				
SOUTH	34.3	30.5	89	27.2	79	34.1	99	42.7	124				
WEST	18.1	23.5	130	16.6	91	14.1	78	13.4	74				
NORTHEAST-MKTG.	22.2	21.8	98	32.0	144	16.4	74	21.2	96				
EAST CENTRAL	14.7	14.2	97	16.3	111	17.6	120	15.3	104				
WEST CENTRAL	17.4	17.1	98	15.0	86	23.2	134	13.5	78				
SOUTH	29.7	27.1	91	22.0	74	30.9	104	38.5	130				
PACIFIC	16.0	19.8	124	14.7	92	11.9	74	11.5	72				
COUNTY SIZE A	40.1	37.5	94	47.5	119	35.9	90	36.3	91				
COUNTY SIZE B	30.8	28.6	93	27.0	88	31.1	101	31.5	103				
COUNTY SIZE C	16.0	19.9	124	14.5	91	15.4	97	17.8	111				
COUNTY SIZE D	13.2	14.1	106	11.0	83	17.6	133	14.4	109				
METRO CENTRAL CITY	30.3	29.5	98	30.6	101	27.2	90	28.4	94				
METRO SUBURBAN	44.4	42.0	95	47.5	107	42.8	97	43.6	98				
NON METRO	25.4	28.5	112	21.9	86	30.0	118	27.9	110				
TOP 5 ADI'S	22.6	23.0	102	31.6	140	18.1	80	19.0	84				
TOP 10 ADI'S	31.3	29.8	95	38.0	121	26.7	85	26.7	85				
TOP 20 ADI'S	45.1	42.9	95	51.5	114	40.1	89	40.0	89				
HSGLD INC. \$50,000 OR MORE	8.2	7.9	97	8.7	106	5.0	61	7.6	93				
\$40,000 OR MORE	15.6	15.4	98	16.5	105	11.1	71	15.1	97				
\$30,000 OR MORE	30.5	30.5	100	32.7	107	28.9	95	30.2	99				
\$25,000 OR MORE	39.6	39.8	100	43.5	110	39.4	100	40.0	101				
\$20,000 - \$24,999	11.3	12.0	106	10.2	90	11.1	98	11.7	103				
\$15,000 - \$19,999	10.8	9.0	83	8.0	74	9.8	91	10.8	101				
\$10,000 - \$14,999	15.5	15.6	100	14.0	90	17.0	110	17.0	110				
UNDER \$10,000	22.8	23.7	104	24.3	107	22.6	99	20.5	90				
HOUSEHOLD OF 1 PERSON	14.8	12.3	83	11.6	78	10.2	69	10.4	70				
2 PEOPLE	32.8	32.7	100	29.9	91	31.1	95	29.9	91				
3 OR 4 PEOPLE	37.8	38.3	101	38.3	101	42.2	112	41.2	109				
5 OR MORE PEOPLE	14.6	16.6	114	20.3	139	16.6	114	18.6	127				
NO CHILD IN HSHLD	57.0	54.9	96	51.0	90	53.3	93	52.1	91				
CHILD(REN) UNDER 2 YRS	6.6	6.3	96	7.4	112	5.8	88	6.2	94				
2 - 5 YEARS	17.6	17.1	97	19.6	111	18.6	106	18.6	106				
6 - 11 YEARS	18.7	19.5	105	21.6	116	20.1	108	20.2	108				
12 - 17 YEARS	20.5	21.7	106	26.0	127	24.2	118	25.2	123				
RESIDENCE OWNED	69.0	68.8	100	68.4	99	69.7	101	70.7	102				
VALUE: \$50,000 OR MORE	39.2	37.0	94	40.6	104	38.2	98	36.4	93				
VALUE: UNDER \$50,000	29.8	31.8	107	27.8	93	31.5	106	34.3	115				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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RELATIVE VOLUME OF CONSUMPTION
DAIRY PRODUCTS, SPREADS, COOKIES, DESSERTS, BAKING & BREAD PRODUCTS (P-19)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	BAKING CHIPS & PIECES		BROWNIE MIXES, DRY		CAKE MIX, DRY (NOT CAKE FLOUR)		COOKIE MIXES, DRY		DOUGH PROD. REFRIGERATED		DOUGH PROD. FROZEN	
		B	D	B	D	B	D	B	D	B	D	B	D
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
18 - 24	11.5	10.0	87	11.2	98	10.0	87	12.4	109	9.9	87	13.5	118
25 - 34	23.9	22.8	97	24.8	105	22.7	96	21.6	92	25.8	110	23.0	98
35 - 44	18.0	22.6	126	25.1	139	21.4	119	23.1	128	21.3	118	24.2	134
45 - 54	14.0	15.0	107	13.2	94	14.5	104	11.9	85	14.9	106	17.7	126
55 - 64	14.4	14.6	101	13.0	90	14.8	103	13.3	93	13.7	95	10.4	72
65 OR OLDER	18.6	15.0	81	12.7	68	16.5	89	17.7	95	14.3	77	11.3	61
18 - 34	35.0	32.8	94	36.0	103	32.7	93	34.0	97	35.8	102	36.5	104
18 - 49	59.7	62.4	104	67.0	112	61.6	103	63.4	106	64.1	107	68.9	116
25 - 54	55.6	60.4	109	63.1	114	58.6	106	56.6	102	62.0	112	64.8	117
35 - 49	24.7	29.6	120	31.0	126	29.0	117	29.4	119	28.3	115	32.5	132
50 OR OLDER	40.3	37.6	93	33.0	82	38.4	95	36.6	91	35.9	89	31.1	77
GRADUATED COLLEGE	13.8	15.1	110	13.8	100	11.3	82	11.1	80	11.3	82	9.5	69
ATTENDED COLLEGE	16.9	19.2	114	17.2	102	15.0	89	13.0	77	15.2	90	17.6	104
GRADUATED HIGH SCHOOL	41.8	41.8	100	43.5	104	45.8	109	42.8	102	45.2	108	52.7	126
DID NOT GRADUATE HIGH SCHOOL	27.5	23.9	87	25.4	93	27.9	102	33.1	121	28.3	103	20.2	73
EMPLOYED	49.8	51.2	103	53.0	107	47.9	96	46.1	93	49.7	100	48.4	97
EMPLOYED FULL-TIME	40.6	40.8	101	42.7	105	37.9	94	38.3	94	41.2	102	41.4	102
EMPLOYED PART-TIME	9.2	10.4	113	10.4	113	10.0	108	7.8	85	8.5	92	7.0	76
NOT EMPLOYED	50.2	48.8	97	47.0	93	52.1	104	53.9	107	50.3	100	51.6	103
PROFESSIONAL/MANAGER	12.8	14.2	111	13.5	105	11.3	88	10.1	79	11.7	91	9.9	77
TECH/CLERICAL/SALES	21.7	21.7	100	22.7	105	20.4	94	18.1	83	22.0	97	22.7	105
PRECISION/CRAFT	1.2	1.6	130	0.9	73	1.3	106	0.6	45	0.9	77	1.3	108
OTHER EMPLOYED	14.0	13.7	97	16.0	114	14.9	106	17.3	123	16.1	115	14.4	103
SINGLE	12.2	9.3	77	11.3	92	8.8	72	12.6	103	9.5	78	9.7	79
MARRIED	63.4	70.7	111	66.4	105	69.3	109	58.2	92	70.1	110	69.5	110
DIVORCED/SEPARATED/WIDOWED	24.4	20.0	82	22.4	92	21.9	90	29.2	120	20.4	84	20.8	85
PARENTS	40.2	48.0	119	54.0	134	47.7	119	48.9	121	48.5	121	55.7	138
WHITE	86.9	91.4	105	88.8	102	88.1	101	82.3	95	83.5	96	87.7	101
BLACK	10.8	7.0	65	10.1	93	10.5	97	16.2	149	14.8	136	11.7	108
OTHER	2.2	1.5	69	1.2	53	1.3	60	1.5	69	1.8	80	0.6	26
NORTHEAST-CENSUS	22.0	21.3	97	28.9	131	22.3	101	25.1	115	16.0	73	23.4	106
NORTH CENTRAL	25.6	35.8	140	26.4	103	29.4	115	17.3	68	23.9	93	31.6	124
SOUTH	34.3	24.9	73	33.0	96	33.8	99	42.6	124	48.6	142	35.5	104
WEST	18.1	18.0	99	11.8	65	14.5	80	14.9	82	11.5	64	9.5	52
NORTHEAST-MKTG.	22.2	20.3	92	29.1	131	21.3	96	28.2	127	18.2	82	21.2	96
EAST CENTRAL	14.7	16.0	109	17.0	116	16.4	112	12.6	86	15.9	108	17.8	122
WEST CENTRAL	17.4	26.6	153	15.9	92	19.7	113	9.8	56	14.5	83	21.0	121
SOUTH	29.7	21.6	73	27.5	93	30.0	101	36.7	124	41.5	140	31.5	106
PACIFIC	16.0	15.4	96	10.4	65	12.7	79	12.7	79	9.9	62	8.4	52
COUNTY SIZE A	40.1	38.4	96	41.1	103	34.4	86	42.0	105	32.5	81	32.3	81
COUNTY SIZE B	30.8	30.2	98	31.4	102	33.3	108	30.6	100	35.6	116	30.5	99
COUNTY SIZE C	16.0	15.5	97	14.9	93	16.3	102	15.5	97	16.9	106	19.0	119
COUNTY SIZE D	13.2	16.0	121	12.6	95	16.1	122	11.9	90	15.0	113	18.1	137
METRO CENTRAL CITY	30.3	26.9	89	26.9	89	27.5	91	28.9	95	27.9	92	28.4	94
METRO SUBURBAN	44.4	45.6	103	48.4	109	43.2	97	46.1	104	43.4	98	38.7	87
NON METRO	25.4	27.4	108	24.7	97	29.3	116	25.1	99	28.7	113	32.9	130
TOP 5 ADI'S	22.6	21.0	93	22.5	99	18.5	82	25.9	114	16.4	72	18.2	81
TOP 10 ADI'S	31.3	29.3	94	32.7	104	26.7	85	35.6	114	24.8	79	24.3	77
TOP 20 ADI'S	45.1	42.5	94	45.6	101	39.2	87	49.7	110	36.8	82	36.4	81
HSGLD INC. \$50,000 OR MORE	8.2	10.5	129	9.5	117	7.6	94	6.7	82	7.3	90	5.3	64
\$40,000 OR MORE	15.6	19.4	124	17.9	114	14.6	93	13.7	88	13.9	89	16.9	108
\$30,000 OR MORE	30.3	38.0	124	35.5	116	30.7	101	28.6	94	28.1	92	32.9	108
\$25,000 OR MORE	39.6	48.1	121	44.2	112	40.8	103	36.0	91	39.3	99	41.8	106
\$20,000 - \$24,999	11.3	12.0	107	12.0	106	11.4	101	8.7	77	13.1	116	13.8	123
\$15,000 - \$19,999	10.8	9.2	85	10.1	94	11.1	103	11.0	102	9.5	88	9.7	90
\$10,000 - \$14,999	15.5	13.5	87	14.2	91	16.5	107	16.3	105	17.1	110	15.5	100
UNDER \$10,000	22.8	17.2	75	19.5	86	20.1	88	28.0	123	21.1	92	19.1	84
HOUSEHOLD OF 1 PERSON	14.8	11.0	74	10.1	68	10.4	70	12.5	85	7.2	49	8.3	56
2 PEOPLE	32.8	29.0	88	24.8	76	28.1	86	28.3	86	30.4	92	23.5	71
3 OR 4 PEOPLE	37.8	40.4	107	42.4	112	40.5	107	39.7	105	41.2	109	45.7	121
5 OR MORE PEOPLE	14.6	19.7	135	22.7	156	21.0	144	19.4	133	21.2	146	22.5	154
NO CHILD IN HSHLD	57.0	49.1	86	42.6	75	49.3	87	47.0	83	48.3	85	42.0	74
CHILD(REN) UNDER 2 YRS	6.6	6.8	103	6.9	106	6.7	101	6.3	96	7.6	116	7.4	113
2 - 5 YEARS	17.6	18.0	102	19.9	113	19.1	109	19.9	114	21.6	123	21.7	124
6 - 11 YEARS	18.7	23.4	125	25.6	137	24.7	132	23.6	127	24.3	130	26.2	140
12 - 17 YEARS	20.5	27.1	132	31.4	153	27.1	132	28.9	141	26.2	128	30.8	150
RESIDENCE OWNED	69.0	77.8	113	68.4	99	73.6	107	61.8	90	72.5	105	70.2	102
VALUE: \$50,000 OR MORE	39.2	48.6	124	40.8	104	40.7	104	34.7	89	37.8	96	34.9	89
VALUE: UNDER \$50,000	29.8	29.2	98	27.6	93	32.9	110	27.1	91	34.8	117	35.3	118

RELATIVE VOLUME OF CONSUMPTION
DAIRY PRODUCTS, SPREADS, COOKIES, DESSERTS, BAKING & BREAD PRODUCTS (P-19)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	FROSTING (STORE BOUGHT) CAMS		FROSTING (STORE BOUGHT) PKGS OF MIX		PIE CRUSTS PACKAGED (STORE BOUGHT)		BREAD		BUTTER		CHEESE AMERICAN DIET/LOW CAL	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
18 - 24	11.5	11.9	104	15.8	138	7.4	64	10.9	95	10.3	90	7.6	67
25 - 34	23.5	25.5	108	22.1	96	21.5	91	23.9	102	24.0	102	18.4	78
35 - 44	18.0	22.1	123	21.9	121	18.4	102	22.3	124	21.0	116	20.1	112
45 - 54	14.0	12.6	90	12.5	89	17.8	127	14.7	105	16.5	118	17.0	121
55 - 64	14.4	13.8	96	12.8	89	18.4	128	13.1	91	13.4	93	15.3	107
65 OR OLDER	18.6	14.0	76	15.0	80	16.6	89	15.2	82	14.8	80	21.6	116
18 - 34	35.0	37.4	107	37.9	108	28.9	82	34.8	99	34.3	98	26.0	74
18 - 49	59.7	66.7	112	66.4	111	54.8	92	64.4	108	63.1	106	52.8	89
25 - 54	55.6	60.3	108	56.5	102	57.7	104	60.8	109	61.5	111	55.5	100
35 - 49	24.7	29.3	119	28.5	116	25.9	105	29.6	120	28.8	117	26.8	109
50 OR OLDER	40.3	33.3	83	33.6	83	45.2	112	35.6	88	36.9	92	47.2	117
GRADUATED COLLEGE	13.8	10.7	78	9.4	69	11.5	83	12.0	87	13.2	96	13.3	96
ATTENDED COLLEGE	16.9	14.9	88	14.9	88	15.6	92	16.3	96	15.7	93	14.3	85
GRADUATED HIGH SCHOOL	41.8	45.3	108	45.4	109	41.2	99	43.6	104	41.3	99	39.1	93
DID NOT GRADUATE HIGH SCHOOL	27.5	29.1	106	30.2	110	31.7	115	28.1	102	29.8	108	33.4	121
EMPLOYED	49.8	49.7	100	45.5	91	50.2	101	47.3	95	46.0	92	48.1	97
EMPLOYED FULL-TIME	40.6	39.6	98	35.6	88	41.7	103	38.2	94	38.3	94	39.5	97
EMPLOYED PART-TIME	9.2	10.1	109	9.9	108	8.4	92	9.1	99	7.7	84	8.6	94
NOT EMPLOYED	50.2	50.3	100	54.5	108	49.8	99	52.7	105	54.0	107	51.9	103
PROFESSIONAL/MANAGER	12.8	11.0	86	10.5	82	11.7	91	11.5	89	11.9	92	12.1	94
TECH/CLERICAL/SALES	21.7	21.4	99	19.3	89	21.1	97	20.2	93	19.0	88	19.4	89
PRECISION/CRAFT	1.2	*1.0	83	*1.3	104	1.3	105	1.1	90	0.9	72	0.8	62
OTHER EMPLOYED	14.0	16.2	116	14.5	103	16.0	114	14.6	104	14.2	102	15.9	113
SINGLE	12.2	9.1	75	11.2	92	9.3	76	10.4	85	11.5	94	9.3	76
MARRIED	63.4	66.9	105	64.4	102	67.5	104	68.9	109	65.8	104	62.4	98
DIVORCED/SEPARATED/WIDOWED	24.4	24.0	98	24.4	100	23.2	95	20.7	85	22.7	93	28.3	116
PARENTS	40.2	52.7	131	52.4	130	38.8	96	49.8	124	47.7	119	36.0	90
WHITE	86.9	85.3	98	87.7	101	81.0	93	86.5	99	82.8	95	86.9	100
BLACK	10.8	13.6	126	11.0	102	17.8	165	11.5	106	14.7	136	11.8	109
OTHER	2.2	*1.1	51	*1.2	56	1.1	51	2.0	89	2.4	111	1.3	57
NORTHEAST-CENSUS	22.0	22.0	100	29.2	133	19.2	87	23.0	105	30.9	141	20.0	91
NORTH CENTRAL	25.6	28.2	110	28.7	112	21.1	82	27.7	108	26.4	103	28.9	113
SOUTH	34.3	36.1	105	28.9	84	50.4	147	33.2	97	28.7	84	37.3	109
WEST	18.1	13.6	75	13.2	73	9.3	51	16.1	89	14.1	78	13.9	76
NORTHEAST-MKTG.	22.2	22.2	100	28.0	126	20.9	94	22.7	102	30.5	138	21.6	97
EAST CENTRAL	14.7	17.0	116	18.5	126	13.3	90	18.1	110	13.2	90	15.5	105
WEST CENTRAL	17.4	17.1	98	18.4	106	13.4	77	18.2	104	19.3	111	18.4	106
SOUTH	29.7	31.5	106	23.9	80	44.6	150	29.0	97	24.9	84	31.9	107
PACIFIC	16.0	12.3	77	11.2	70	7.9	49	14.0	88	12.1	76	12.7	79
COUNTY SIZE A	40.1	36.7	92	36.7	92	31.7	79	38.7	97	43.8	109	38.4	96
COUNTY SIZE B	30.8	33.6	109	31.2	101	34.9	113	31.8	103	29.7	97	31.0	101
COUNTY SIZE C	16.0	16.0	100	16.4	103	17.5	110	15.8	99	13.7	86	15.9	100
COUNTY SIZE D	13.2	13.8	104	15.7	119	15.9	120	13.8	104	12.8	97	14.7	112
METRO CENTRAL CITY	30.3	30.6	101	28.4	94	27.1	89	29.6	98	31.8	105	31.4	104
METRO SUBURBAN	44.4	42.3	95	40.8	92	42.6	96	42.7	98	44.0	99	42.7	96
NON METRO	25.4	27.1	107	30.8	121	30.4	120	28.7	105	24.1	95	25.9	102
TOP 5 ADI'S	22.6	20.5	91	23.0	101	17.2	76	21.9	97	28.0	124	22.2	98
TOP 10 ADI'S	31.3	28.2	90	29.6	94	25.6	82	30.6	98	35.7	114	30.8	98
TOP 20 ADI'S	45.1	40.4	90	40.4	90	37.4	83	43.7	97	49.8	111	44.8	99
HSHLD INC. \$50,000 OR MORE	8.2	7.3	89	6.7	82	7.1	87	7.9	97	10.2	125	7.4	91
\$40,000 OR MORE	15.6	13.8	88	12.0	77	14.3	92	15.7	100	18.6	119	15.7	100
\$30,000 OR MORE	30.5	29.9	98	27.0	89	29.1	95	31.4	103	33.3	109	30.3	99
\$25,000 OR MORE	39.6	39.9	101	35.6	90	37.9	96	40.7	103	42.1	106	38.4	97
\$20,000 - \$24,999	11.3	11.5	102	12.0	106	12.6	112	11.3	100	12.0	106	9.3	82
\$15,000 - \$19,999	10.8	12.0	111	10.3	96	9.7	90	10.6	99	8.9	83	10.0	93
\$10,000 - \$14,999	15.5	16.0	103	18.1	116	17.7	114	15.5	100	13.2	85	14.5	93
UNDER \$10,000	22.8	20.6	90	24.0	105	22.0	97	21.9	96	23.7	104	27.8	122
HOUSEHOLD OF 1 PERSON	14.8	11.9	60	11.0	75	11.6	78	9.3	63	10.4	70	14.2	96
2 PEOPLE	32.8	24.9	76	25.8	79	30.7	94	26.5	81	28.3	86	32.6	99
3 OR 4 PEOPLE	37.8	43.0	114	41.5	110	41.7	110	41.6	110	39.0	103	36.3	96
5 OR MORE PEOPLE	14.6	23.1	159	21.7	149	16.0	110	22.7	156	22.3	153	17.0	116
NO CHILD IN HSHLD	57.0	43.7	77	44.1	77	57.3	101	46.6	82	49.4	87	60.2	106
CHILD(REN) UNDER 2 YRS	6.6	7.2	109	9.6	146	4.5	68	7.4	112	7.9	121	4.1	62
2 - 5 YEARS	17.6	23.1	132	22.3	127	17.1	98	21.4	122	20.5	117	14.6	83
6 - 11 YEARS	18.7	27.9	150	26.2	140	19.2	103	25.0	134	24.0	129	18.2	97
12 - 17 YEARS	20.5	28.4	139	26.9	131	21.0	102	28.0	137	26.5	129	22.0	107
RESIDENCE OWNED	69.0	69.9	101	63.9	93	74.3	108	69.9	101	67.7	98	67.3	97
VALUE: \$50,000 OR MORE	39.2	38.0	97	33.6	86	37.4	95	38.8	99	41.3	105	37.1	95
VALUE: UNDER \$50,000	29.8	31.9	107	30.3	102	36.9	124	31.1	104	26.4	88	30.2	101

RELATIVE VOLUME OF CONSUMPTION
DAIRY PRODUCTS, SPREADS, COOKIES, DESSERTS, BAKING & BREAD PRODUCTS (P-19)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	CHEESE, AMER., REGULAR (NOT DIET/LOW CAL.)		CHEESE COTTAGE		CHEESE, NATURAL (NOT AMER., DIET LOW CAL., REG.)		CHEESE SPREAD		COOKIES (READY-TO-EAT)		CREAM SUBSTITUTE NON-DAIRY	
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
18 - 24	11.5	10.8	94	8.1	71	8.6	75	9.0	78	9.8	86	7.6	66
25 - 34	23.5	24.7	105	19.3	82	25.3	108	23.6	100	24.8	105	20.3	86
35 - 44	18.0	22.5	125	18.9	105	22.3	124	23.5	131	21.6	120	19.5	108
45 - 54	14.0	15.4	110	17.1	122	17.4	124	15.1	108	15.2	109	14.8	106
55 - 64	14.4	13.4	94	16.5	115	13.5	94	14.3	99	14.7	102	16.0	111
65 OR OLDER	18.6	13.1	71	20.1	108	12.8	69	14.4	78	13.9	75	21.8	117
18 - 34	35.0	35.5	101	27.4	78	34.0	97	32.6	93	34.6	99	27.9	80
18 - 49	59.7	65.5	110	54.1	91	64.5	108	63.7	107	63.6	106	54.3	91
25 - 54	55.6	62.6	113	55.3	99	65.1	117	62.3	112	61.6	111	54.6	98
35 - 49	24.7	30.0	122	26.7	108	30.5	124	31.0	126	29.0	117	26.3	107
50 OR OLDER	40.3	34.5	85	45.9	114	35.5	88	36.3	90	36.4	90	45.7	113
GRADUATED COLLEGE	13.8	11.0	80	13.9	101	17.8	130	15.5	113	13.4	97	10.9	79
ATTENDED COLLEGE	16.9	16.7	99	17.1	101	18.7	111	17.4	103	15.8	93	15.0	89
GRADUATED HIGH SCHOOL	41.8	46.2	110	42.9	102	41.8	100	44.0	105	44.6	106	41.1	98
DID NOT GRADUATE HIGH SCHOOL	27.5	26.2	95	26.1	95	21.6	79	23.0	84	26.3	95	33.0	120
EMPLOYED	49.8	50.2	101	47.7	96	55.1	111	54.9	110	51.9	104	46.9	94
EMPLOYED FULL-TIME	40.6	40.6	100	38.6	95	44.5	110	42.5	105	42.1	104	38.6	95
EMPLOYED PART-TIME	9.2	9.6	104	9.1	99	10.7	116	12.4	135	9.8	107	8.3	90
NOT EMPLOYED	50.2	49.8	99	52.3	104	44.9	89	45.1	90	48.1	96	53.1	106
PROFESSIONAL/MANAGER	12.8	10.6	83	12.9	101	16.3	127	14.3	111	12.6	98	10.7	83
TECH/CLERICAL/SALES	21.7	22.9	105	21.4	99	24.6	114	25.3	117	22.9	105	18.8	87
PRECISION/CRAFT	1.2	1.3	110	0.9	74	1.2	99	0.8	63	1.5	127	0.9	73
OTHER EMPLOYED	14.0	15.4	110	12.5	89	13.0	93	14.6	104	14.9	106	16.5	118
SINGLE	12.2	9.6	79	9.3	76	10.3	85	11.5	94	9.7	80	9.3	77
MARRIED	63.4	70.0	110	68.4	108	70.4	111	67.5	106	69.7	110	63.1	99
DIVORCED/SEPARATED/WIDOWED	24.4	20.4	84	22.3	91	19.3	79	21.0	86	20.5	84	27.6	113
PARENTS	40.2	50.1	124	39.0	97	47.9	119	46.6	116	49.4	123	36.6	91
WHITE	86.9	88.0	101	91.5	105	91.0	105	88.2	101	86.0	99	82.3	95
BLACK	10.8	10.0	92	6.6	61	7.0	65	10.7	99	12.1	111	15.8	146
OTHER	2.2	2.0	90	1.9	87	2.0	90	1.1	52	1.9	86	1.9	86
NORTHEAST-CENSUS	22.0	23.1	105	23.4	107	24.5	112	24.6	112	25.0	114	20.8	94
NORTH CENTRAL	25.6	28.1	110	33.3	130	27.6	108	30.6	120	25.4	99	26.7	104
SOUTH	34.3	33.6	98	25.0	73	26.9	78	29.7	87	35.5	104	38.7	113
WEST	18.1	15.2	84	18.3	101	21.0	116	15.0	83	14.1	78	13.8	76
NORTHEAST-MKTG.	22.2	22.9	103	23.0	104	24.6	111	27.2	123	24.6	111	19.9	90
EAST CENTRAL	14.7	16.0	109	18.3	125	15.5	106	15.3	104	15.7	107	17.5	119
WEST CENTRAL	17.4	18.2	105	22.2	127	18.5	106	20.5	118	16.2	93	16.8	96
SOUTH	29.7	29.7	100	20.8	70	23.1	78	23.5	79	30.8	104	33.8	114
PACIFIC	16.0	13.2	82	15.8	98	18.3	114	13.6	85	12.7	79	12.0	75
COUNTY SIZE A	40.1	37.6	94	41.4	103	42.6	106	46.1	115	42.5	106	39.0	97
COUNTY SIZE B	30.8	32.0	104	31.5	102	30.3	98	27.5	89	30.5	99	30.2	98
COUNTY SIZE C	16.0	16.9	106	14.2	89	16.6	104	15.0	94	14.9	93	16.0	100
COUNTY SIZE D	13.2	13.4	102	12.9	98	10.5	79	11.5	87	12.0	91	14.8	112
METRO CENTRAL CITY	30.3	29.0	96	29.0	96	29.0	96	26.7	88	29.3	97	30.4	100
METRO SUBURBAN	44.4	44.9	101	46.1	104	48.7	110	49.9	113	46.4	105	44.2	100
NON METRO	25.4	26.1	103	24.8	98	22.2	88	23.4	92	24.3	96	25.4	100
TOP 5 ADI'S	22.6	20.9	92	24.7	109	24.5	108	26.4	117	24.0	106	21.4	94
TOP 10 ADI'S	31.3	29.9	95	32.7	104	33.0	105	36.0	115	33.4	107	28.9	92
TOP 20 ADI'S	45.1	42.3	94	45.9	102	47.3	105	47.3	105	46.4	103	42.1	93
HSGLD INC. \$50,000 OR MORE	8.2	8.7	106	10.7	131	12.9	158	12.9	158	9.9	122	6.4	79
\$40,000 OR MORE	15.6	16.5	106	18.5	118	22.5	144	21.1	135	17.7	113	11.6	74
\$30,000 OR MORE	30.5	32.0	105	34.8	114	39.5	130	38.9	127	34.6	114	25.7	84
\$25,000 OR MORE	39.6	41.8	105	44.6	113	50.3	127	50.5	127	44.7	113	37.3	94
\$20,000 - \$24,999	11.3	12.1	107	10.2	90	11.7	104	11.2	99	12.0	106	9.3	82
\$15,000 - \$19,999	10.8	10.6	99	10.1	94	9.0	84	7.5	69	10.2	95	9.8	91
\$10,000 - \$14,999	15.5	15.2	98	15.4	99	12.5	81	13.1	84	15.5	100	18.3	118
UNDER \$10,000	22.8	20.4	89	19.7	86	16.4	72	17.8	78	17.6	77	25.3	111
HOUSEHOLD OF 1 PERSON	14.8	8.2	55	11.5	77	8.8	59	9.2	62	8.2	56	13.5	91
2 PEOPLE	32.8	27.1	83	33.6	102	29.1	89	27.2	83	27.6	84	34.1	104
3 OR 4 PEOPLE	37.8	42.8	113	38.5	102	42.7	113	43.0	114	43.2	114	36.5	96
5 OR MORE PEOPLE	14.6	21.9	150	16.5	113	19.4	133	20.6	141	20.9	144	15.9	109
NO CHILD IN HSGLD	57.0	46.6	82	58.1	102	49.0	86	50.7	89	47.2	83	59.8	105
CHILD(REN) UNDER 2 YRS	6.6	7.7	117	4.5	68	6.1	93	5.2	78	6.2	95	4.1	62
2 - 5 YEARS	17.6	21.3	121	15.2	87	18.9	108	17.1	97	21.1	120	15.4	88
6 - 11 YEARS	18.7	24.8	133	18.6	100	22.2	119	22.6	121	25.1	135	18.9	102
12 - 17 YEARS	20.5	27.7	135	24.1	118	27.3	133	27.4	134	27.6	134	21.5	105
RESIDENCE OWNED	69.0	70.8	103	75.7	110	72.8	105	74.3	108	73.0	106	70.2	102
VALUE: \$50,000 OR MORE	39.2	40.4	103	46.7	119	48.4	123	48.2	123	42.8	109	35.0	89
VALUE: UNDER \$50,000	29.8	30.4	102	29.0	97	24.4	82	26.1	88	30.3	101	35.2	118

RELATIVE VOLUME OF CONSUMPTION
DAIRY PRODUCTS, SPREADS, COOKIES, DESSERTS, BAKING & BREAD PRODUCTS (P-19)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	FROZEN DESSERT PIES, CAKES & PASTRIES		FROZEN MAFFLES		GELATIN DESSERTS, FLAVORED		ICE CREAM, ICE MILK & SHERBET		JAMS, JELLIES & PRESERVES		MARGARINE	
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
18 - 24	11.5	9.3	81	8.1	70	8.4	73	10.4	91	10.4	91	10.5	92
25 - 34	23.5	20.7	88	28.1	119	20.5	87	24.2	103	23.5	100	22.6	96
35 - 44	18.0	20.3	113	26.2	145	19.0	105	25.3	141	21.8	121	20.7	115
45 - 54	14.0	15.0	107	12.5	89	14.9	106	14.8	106	15.1	108	15.3	109
55 - 64	14.4	16.4	114	11.0	77	15.5	108	13.4	92	13.3	92	14.9	103
65 OR OLDER	18.6	18.3	99	14.2	77	21.8	117	11.9	64	15.9	86	16.0	86
18 - 34	35.0	30.0	86	36.1	103	28.9	83	34.6	99	33.9	97	33.1	94
18 - 49	59.7	56.5	95	68.9	115	54.5	91	67.0	112	62.9	105	61.4	103
25 - 54	55.6	56.0	101	66.7	120	54.3	98	64.3	116	60.4	109	58.6	105
35 - 49	24.7	26.5	107	32.7	133	25.6	104	32.4	131	29.0	117	28.3	115
50 OR OLDER	40.3	43.5	108	31.1	77	45.5	113	33.0	82	37.1	92	38.6	96
GRADUATED COLLEGE	13.8	12.6	91	14.5	105	11.4	82	13.6	98	12.2	88	11.6	85
ATTENDED COLLEGE	16.9	15.9	94	17.9	106	16.5	98	18.2	108	16.0	94	16.3	96
GRADUATED HIGH SCHOOL	41.8	43.5	104	45.8	110	42.6	102	43.9	105	43.2	103	43.0	102
DID NOT GRADUATE HIGH SCHOOL	27.5	28.0	102	21.8	79	29.5	107	24.3	88	28.7	104	29.1	106
EMPLOYED	49.8	47.6	96	52.1	105	45.0	90	50.6	102	48.5	98	47.1	95
EMPLOYED FULL-TIME	40.6	40.1	99	42.0	103	35.8	88	40.1	99	39.7	98	37.6	93
EMPLOYED PART-TIME	9.2	7.5	81	10.1	110	9.2	100	10.5	114	8.9	96	9.6	104
NOT EMPLOYED	50.2	52.4	104	47.9	95	55.0	109	49.4	98	51.5	102	52.9	105
PROFESSIONAL/MANAGER	12.8	11.1	86	14.6	114	10.8	84	13.4	105	11.3	88	10.8	84
TECH/CLERICAL/SALES	21.7	20.7	95	22.8	105	19.0	88	22.3	103	19.7	91	20.7	95
PRECISION/CRAFT	1.2	1.2	103	1.2	95	1.0	81	1.0	80	1.2	100	1.1	91
OTHER EMPLOYED	14.0	14.6	104	13.6	97	14.2	101	13.9	99	16.3	116	14.5	104
SINGLE	12.2	12.7	104	12.0	98	9.4	77	8.9	73	10.6	87	10.6	87
MARRIED	63.4	63.6	100	65.3	103	66.1	104	73.1	115	67.2	106	68.6	108
DIVORCED/SEPARATED/WIDOWED	24.4	23.7	97	22.7	93	24.5	101	18.0	74	22.2	91	20.8	85
PARENTS	40.2	40.7	101	52.7	131	41.6	103	53.7	133	48.2	120	46.5	116
WHITE	86.9	86.0	99	84.7	97	87.2	100	87.6	101	84.8	97	87.2	100
BLACK	10.8	12.2	113	13.2	122	10.6	98	10.4	96	13.4	124	10.7	99
OTHER	2.2	1.8	80	*2.1	94	2.2	98	1.9	88	1.8	81	2.1	95
NORTHEAST-CENSUS	22.0	26.4	120	29.2	133	22.7	103	23.7	108	22.1	101	21.8	99
NORTH CENTRAL	25.6	22.0	86	21.8	85	31.0	121	28.7	112	27.1	106	28.3	111
SOUTH	34.3	37.5	109	30.8	90	30.7	89	31.2	91	35.5	103	33.9	99
WEST	18.1	14.0	77	18.2	100	15.6	86	16.4	90	15.3	85	15.9	88
NORTHEAST-MKTG.	22.2	28.2	127	33.2	150	21.7	98	23.7	107	22.3	101	21.1	95
EAST CENTRAL	14.7	13.6	93	12.6	86	16.5	112	15.6	106	15.2	104	16.2	110
WEST CENTRAL	17.4	13.6	78	14.1	81	21.5	124	19.6	112	18.3	105	18.8	108
SOUTH	29.7	32.1	108	22.8	77	26.8	90	26.8	90	30.9	104	30.1	101
PACIFIC	16.0	12.6	79	17.3	108	13.5	85	14.3	89	13.3	83	13.8	86
COUNTY SIZE A	40.1	43.9	110	49.5	124	38.7	97	40.0	100	40.3	101	37.4	93
COUNTY SIZE B	30.8	29.4	96	30.3	98	30.1	98	30.6	99	30.8	100	31.1	101
COUNTY SIZE C	16.0	15.5	97	12.9	81	15.8	99	15.8	99	15.3	96	17.1	107
COUNTY SIZE D	13.2	11.2	85	7.3	55	15.4	117	13.7	104	13.6	103	14.3	109
METRO CENTRAL CITY	30.3	30.9	102	32.1	106	29.2	96	28.3	93	30.9	102	28.5	94
METRO SUBURBAN	44.4	44.5	100	50.5	114	43.0	97	45.9	104	43.6	98	44.1	100
NON METRO	25.4	24.6	97	17.4	69	27.8	110	25.8	102	25.5	100	27.4	108
TOP 5 ADI'S	22.6	25.5	113	31.3	138	21.3	94	22.4	99	22.8	101	20.9	92
TOP 10 ADI'S	31.3	34.1	109	40.4	129	29.4	94	31.0	99	31.1	99	29.1	93
TOP 20 ADI'S	45.1	47.9	106	53.7	119	43.6	97	44.7	99	44.7	99	42.1	93
MSHLD INC. \$50,000 OR MORE	8.2	10.3	126	10.8	133	8.5	104	10.9	134	8.0	98	7.9	97
\$40,000 OR MORE	15.6	18.7	119	20.4	131	15.2	97	19.8	126	16.3	104	15.7	100
\$30,000 OR MORE	30.5	33.3	109	37.5	123	31.0	102	36.4	120	30.9	101	30.7	101
\$25,000 OR MORE	39.6	43.0	109	45.3	114	40.2	101	46.6	118	40.7	103	40.2	101
\$20,000 - \$24,999	11.3	9.9	88	11.5	102	10.4	92	11.8	104	10.7	95	11.7	103
\$15,000 - \$19,999	10.8	10.1	93	10.2	94	10.6	98	10.2	95	9.8	91	10.7	99
\$10,000 - \$14,999	15.5	16.5	106	14.4	93	16.3	105	13.7	88	15.9	103	15.3	99
UNDER \$10,000	22.8	20.5	90	18.7	82	22.5	99	17.7	78	22.9	100	22.1	97
HOUSEHOLD OF 1 PERSON	14.8	10.2	69	8.9	60	12.9	87	6.7	45	9.7	65	9.2	62
2 PEOPLE	32.8	33.8	103	26.3	80	29.9	91	25.1	76	27.7	85	29.2	89
3 OR 4 PEOPLE	37.8	39.0	103	42.8	113	39.4	104	43.4	115	41.2	109	41.3	109
5 OR MORE PEOPLE	14.6	17.0	117	22.0	151	17.8	122	24.8	170	21.4	147	20.2	139
NO CHILD IN MSHLD	57.0	55.5	97	43.8	77	54.6	96	43.2	76	48.2	85	49.9	87
CHILD(REN) UNDER 2 YRS	6.6	5.1	78	5.2	79	6.3	96	8.2	124	7.1	108	6.8	104
2 - 5 YEARS	17.6	15.0	85	18.4	105	18.9	108	22.5	128	20.8	119	20.3	116
6 - 11 YEARS	18.7	19.4	104	27.3	146	20.5	110	26.6	142	23.5	126	22.9	123
12 - 17 YEARS	20.5	24.9	121	32.0	156	23.3	114	30.2	147	27.4	134	26.3	128
RESIDENCE OWNED	69.0	69.9	101	67.2	97	73.7	107	73.7	107	69.5	101	70.4	102
VALUE: \$50,000 OR MORE	39.2	38.9	99	41.8	107	41.0	105	44.7	114	38.1	97	39.5	101
VALUE: UNDER \$50,000	29.8	31.0	104	25.4	85	32.7	110	29.0	97	31.3	105	30.9	104

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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RELATIVE VOLUME OF CONSUMPTION
DAIRY PRODUCTS, SPREADS, COOKIES, DESSERTS, BAKING & BREAD PRODUCTS (P-19)
(FEMALE HOMEMAkers)

	TOTAL U.S. % DOWN	PANCAKE MIXES, DRY		PEANUT BUTTER		PUDDINGS/PIE FILLINGS, INST. POWDERED		PUDDINGS/PIE FILLINGS, REG. (NOT INST.)		PUDDINGS/PIE FILLINGS, PRE- COOKED (RTE)		WHIPPED TOPPING	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALE HOMEMAkers	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
18 - 24	11.5	11.1	97	10.6	93	8.8	77	7.9	69	9.2	80	8.9	78
25 - 34	23.5	24.9	106	25.1	107	21.8	93	17.5	74	25.1	106	20.9	89
35 - 44	18.0	21.1	117	22.7	126	21.0	116	19.5	108	19.3	107	20.1	112
45 - 54	14.0	13.9	99	14.9	107	14.4	103	15.8	113	14.5	103	14.9	106
55 - 64	14.4	13.9	97	12.6	88	14.7	102	18.4	128	15.8	110	16.4	114
65 OR OLDER	18.6	15.1	81	13.9	75	19.3	104	20.9	112	16.2	87	18.8	101
18 - 34	35.0	36.0	103	35.8	102	30.6	87	25.4	73	34.3	98	29.8	85
18 - 49	59.7	63.8	107	65.4	110	58.1	97	52.3	88	61.5	103	57.6	96
25 - 54	55.6	59.9	108	62.8	113	57.2	103	52.8	95	58.8	106	55.9	101
35 - 49	24.7	27.9	113	29.6	120	27.5	111	26.9	109	27.2	110	27.8	113
50 OR OLDER	40.3	36.2	90	34.6	86	41.9	104	47.7	118	38.5	96	42.4	105
GRADUATED COLLEGE	13.8	11.3	82	13.0	95	10.6	77	10.4	75	10.4	75	12.2	88
ATTENDED COLLEGE	16.9	15.4	91	16.5	98	16.0	95	14.6	87	13.9	82	16.6	98
GRADUATED HIGH SCHOOL	41.8	45.6	109	42.5	102	45.1	108	43.3	104	45.2	108	43.4	104
DID NOT GRADUATE HIGH SCHOOL	27.5	27.7	101	27.9	102	28.2	103	31.7	115	30.5	111	27.9	101
EMPLOYED	49.8	48.7	98	50.3	101	45.6	92	44.5	89	47.0	94	48.7	98
EMPLOYED FULL-TIME	40.6	39.4	97	40.4	100	36.1	89	35.6	88	38.1	94	39.3	97
EMPLOYED PART-TIME	9.2	9.2	100	9.9	107	9.5	103	8.9	96	8.9	96	9.5	103
NOT EMPLOYED	50.2	51.3	102	49.7	99	54.4	108	55.5	110	53.0	106	51.3	102
PROFESSIONAL/MANAGER	12.8	11.2	88	11.8	92	10.5	82	9.7	75	11.4	89	12.0	94
TECH/CLERICAL/SALES	21.7	20.3	94	21.3	98	20.2	93	19.3	89	17.2	79	21.3	98
PRECISION/CRAFT	1.2	1.3	110	1.1	90	1.1	93	1.1	91	0.6	49	1.1	93
OTHER EMPLOYED	14.0	15.8	113	16.1	115	13.7	98	14.5	103	17.8	127	14.3	102
SINGLE	12.2	11.2	92	10.2	84	7.3	60	7.7	63	8.8	73	9.8	81
MARRIED	63.4	65.4	103	67.6	107	71.7	113	68.5	108	64.0	101	68.2	107
DIVORCED/SEPARATED/WIDOWED	24.4	23.4	96	22.2	91	21.0	86	23.8	97	27.2	112	22.0	90
PARENTS	40.2	49.3	122	51.5	128	46.7	116	41.9	104	49.8	124	42.6	106
WHITE	86.9	83.4	96	85.7	99	90.6	104	89.3	103	83.9	97	89.3	103
BLACK	10.8	14.8	136	12.6	116	8.0	73	9.5	88	14.7	135	9.1	84
OTHER	2.2	1.8	84	1.7	79	1.5	66	1.2	55	1.4	63	1.6	73
NORTHEAST-CENSUS	22.0	21.6	98	22.9	104	21.0	96	25.2	115	26.0	118	22.3	102
NORTH CENTRAL	25.6	27.8	109	27.2	106	33.1	129	29.3	114	29.0	113	28.8	112
SOUTH	34.3	36.1	105	34.4	100	32.9	96	32.2	94	33.7	98	34.2	100
WEST	18.1	14.4	80	15.6	86	13.0	72	13.2	73	11.3	62	14.8	82
NORTHEAST-MKTG.	22.2	22.6	102	22.5	101	20.3	91	24.5	111	25.2	113	22.0	99
EAST CENTRAL	14.7	16.1	110	15.9	109	17.3	118	16.4	112	17.9	122	16.2	111
WEST CENTRAL	17.4	18.3	105	17.9	103	22.8	131	20.3	117	18.4	106	19.6	112
SOUTH	29.7	30.3	102	30.2	102	29.0	97	27.8	94	29.2	98	29.6	100
PACIFIC	16.0	12.7	79	13.5	84	10.6	66	11.0	69	9.3	58	12.6	79
COUNTY SIZE A	40.1	39.7	99	38.6	96	33.2	83	36.9	92	37.0	92	35.6	89
COUNTY SIZE B	30.8	30.8	100	31.6	103	31.0	101	30.1	98	31.8	103	30.8	100
COUNTY SIZE C	16.0	14.8	93	16.4	103	18.1	113	16.2	101	17.3	108	17.7	111
COUNTY SIZE D	13.2	14.7	111	13.4	102	17.7	134	16.8	127	14.0	106	15.9	120
METRO CENTRAL CITY	30.3	31.2	103	29.7	98	24.9	82	25.4	84	31.8	105	27.0	89
METRO SUBURBAN	44.4	42.8	96	44.1	100	44.1	99	44.4	100	41.4	93	43.3	98
NON METRO	25.4	26.0	103	26.2	103	31.0	122	30.2	119	26.8	106	29.7	117
TOP 5 ADI'S	22.6	21.9	97	21.6	96	18.6	82	21.0	93	20.8	92	18.9	83
TOP 10 ADI'S	31.3	31.4	100	29.7	95	25.4	81	29.0	92	27.4	87	27.7	88
TOP 20 ADI'S	45.1	44.5	99	42.8	95	38.0	84	41.9	93	40.8	90	40.2	89
HS HLD INC. \$50,000 OR MORE	8.2	8.1	99	7.6	93	8.0	97	7.0	85	6.0	74	9.7	119
\$40,000 OR MORE	15.6	15.1	96	15.7	100	15.3	98	13.1	84	12.4	79	17.1	109
\$30,000 OR MORE	30.5	29.9	98	31.0	102	31.6	103	28.7	94	26.2	86	33.9	111
\$25,000 OR MORE	39.6	39.0	98	41.0	104	41.4	105	38.2	96	33.8	85	43.4	110
\$20,000 - \$24,999	11.3	10.8	95	11.6	102	11.5	102	10.7	95	12.3	109	11.5	101
\$15,000 - \$19,999	10.8	10.4	97	10.6	98	9.7	90	11.4	106	12.7	118	10.7	99
\$10,000 - \$14,999	15.5	16.6	107	14.7	95	17.0	109	16.9	109	18.2	117	15.4	99
UNDER \$10,000	22.8	23.2	102	22.2	97	20.4	89	22.8	100	23.2	102	19.0	83
HOUSEHOLD OF 1 PERSON	14.8	8.9	60	8.8	59	10.2	69	11.9	80	9.8	66	11.2	76
2 PEOPLE	32.8	28.9	88	26.0	79	29.2	89	29.1	89	26.5	81	30.7	93
3 OR 4 PEOPLE	37.8	41.7	110	42.6	113	41.6	110	42.5	112	43.1	114	40.6	107
5 OR MORE PEOPLE	14.6	20.5	141	22.6	155	19.0	130	16.5	113	20.6	141	17.5	120
NO CHILD IN HS HLD	57.0	47.2	83	45.2	79	50.6	89	54.9	96	45.7	80	54.2	95
CHILD(REN) UNDER 2 YRS	6.6	7.3	111	7.7	117	6.1	93	5.5	84	6.4	97	5.6	85
2 - 5 YEARS	17.6	21.5	123	22.3	127	18.8	107	15.8	90	23.5	134	17.1	97
6 - 11 YEARS	18.7	24.3	130	25.4	136	22.2	119	19.4	104	28.2	151	21.4	115
12 - 17 YEARS	20.5	26.5	129	28.6	139	26.3	128	24.2	118	29.9	146	24.6	120
RESIDENCE OWNED	69.0	70.2	102	70.1	102	75.7	110	75.4	109	69.3	100	75.9	110
VALUE: \$50,000 OR MORE	39.2	39.1	100	38.0	97	41.9	107	41.7	107	34.1	87	42.4	108
VALUE: UNDER \$50,000	29.8	31.2	105	32.1	108	33.7	113	33.7	113	35.2	118	33.5	112

RELATIVE VOLUME OF CONSUMPTION
CEREALS, RICE, PASTA, PIZZA, FRUITS & VEGETABLES (P-20)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	BAKED BEANS (IN JARS/CANS)		BREAKFAST CEREAL (COLD)		BREAKFAST CEREAL (HOT)		DISH/DINNER MIX, COMPLETE PKG'D. PREP'D		FRUITS, CANNED OR JARRED PINEAPPLE		FRUITS, CANNED OR JARRED OTHER	
		% B DOWN	% D INDEX	% B DOWN	% D INDEX	% B DOWN	% D INDEX	% B DOWN	% D INDEX	% B DOWN	% D INDEX	% B DOWN	% D INDEX
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
18 - 24	11.5	10.7	93	10.0	87	9.0	78	13.3	116	8.8	77	9.3	81
25 - 34	23.5	24.5	104	26.4	112	23.2	99	28.2	120	19.5	83	23.2	98
35 - 44	18.0	19.4	108	22.3	124	19.5	108	21.9	122	18.3	101	19.3	107
45 - 54	14.0	14.0	100	13.9	100	12.3	88	13.2	94	15.5	110	14.6	104
55 - 64	14.4	15.3	106	13.2	92	14.9	104	12.4	86	16.8	117	15.8	110
65 OR OLDER	18.6	16.2	87	14.1	76	21.1	113	11.0	59	21.2	114	17.8	96
18 - 34	35.0	35.2	101	36.5	104	32.2	92	41.5	119	28.3	81	32.5	93
18 - 49	59.7	61.0	102	66.0	111	57.3	96	69.7	117	54.5	91	58.7	98
25 - 54	55.6	57.9	104	62.7	113	55.0	99	63.4	114	53.2	96	57.1	103
35 - 49	24.7	25.8	105	29.5	120	25.1	102	28.2	114	26.2	106	26.2	106
50 OR OLDER	40.3	39.0	97	34.0	84	42.7	106	30.3	75	45.5	113	41.3	103
GRADUATED COLLEGE	13.8	12.3	89	13.4	97	11.6	84	11.3	82	13.9	101	13.6	99
ATTENDED COLLEGE	16.9	15.5	92	17.6	104	15.0	89	16.9	100	17.0	101	16.8	100
GRADUATED HIGH SCHOOL	41.8	44.2	106	44.4	106	40.5	97	45.6	109	43.4	104	43.4	104
DID NOT GRADUATE HIGH SCHOOL	27.5	28.0	102	24.6	89	32.9	120	26.2	95	25.6	93	26.2	95
EMPLOYED	49.8	48.6	98	49.5	99	42.4	85	49.9	100	45.9	92	48.4	97
EMPLOYED FULL-TIME	40.6	39.5	97	39.1	96	34.1	84	40.3	99	36.9	91	38.9	96
EMPLOYED PART-TIME	9.2	9.1	99	10.4	113	8.3	90	9.6	104	9.1	98	9.5	104
NOT EMPLOYED	50.2	51.4	102	50.5	101	57.6	115	50.1	100	54.1	108	51.6	103
PROFESSIONAL/MANAGER	12.8	11.4	89	12.2	95	9.0	70	10.9	85	11.9	93	12.6	98
TECH/CLERICAL/SALES	21.7	21.5	99	21.8	100	18.5	85	21.9	101	19.8	91	21.0	97
PRECISION/CRAFT	1.2	1.3	104	1.4	116	0.9	71	1.1	94	1.0	84	1.0	84
OTHER EMPLOYED	14.0	14.3	102	14.1	101	14.1	100	15.9	114	13.2	94	13.7	98
SINGLE	12.2	9.8	81	9.1	74	9.8	81	11.8	97	9.0	74	9.4	77
MARRIED	63.4	69.1	109	71.4	113	65.2	103	65.8	104	68.0	107	68.7	108
DIVORCED/SEPARATED/WIDOWED	24.4	21.1	87	19.5	80	24.9	102	22.4	92	22.9	94	21.9	90
PARENTS	40.2	46.5	116	53.7	133	46.0	114	53.4	133	40.6	101	44.5	111
WHITE	86.9	85.9	99	88.1	101	83.9	96	86.7	100	89.3	103	89.1	102
BLACK	10.8	12.4	114	9.9	92	14.4	133	12.2	113	8.6	79	9.0	83
OTHER	2.2	1.7	75	2.0	89	1.7	79	1.1	51	2.0	93	2.0	90
NORTHEAST-CENSUS	22.0	25.3	115	22.9	104	20.1	92	20.5	93	21.1	96	22.0	100
NORTH CENTRAL	25.6	27.3	107	28.1	110	26.6	104	27.6	108	28.9	113	29.2	114
SOUTH	34.3	35.0	102	31.6	92	37.6	110	36.9	108	33.9	99	31.9	93
WEST	18.1	12.4	69	17.4	96	15.7	86	15.0	82	16.1	89	16.9	93
NORTHEAST-MKTG.	22.2	24.8	112	22.5	101	19.3	87	19.8	89	20.2	91	21.0	95
EAST CENTRAL	14.7	16.7	114	15.7	107	15.4	105	16.8	115	17.1	116	16.7	114
WEST CENTRAL	17.4	17.4	100	19.3	111	17.8	103	18.3	105	18.5	106	19.6	113
SOUTH	29.7	30.1	101	27.4	92	34.0	114	32.1	108	30.0	101	28.1	95
PACIFIC	16.0	11.0	69	15.1	94	13.5	84	13.0	81	14.3	89	14.6	91
COUNTY SIZE A	40.1	41.6	104	39.1	98	35.8	89	37.2	93	36.8	92	37.6	94
COUNTY SIZE B	30.8	29.8	97	31.3	102	32.6	106	32.6	106	32.4	105	31.8	103
COUNTY SIZE C	16.0	14.6	92	16.2	101	16.8	105	17.4	109	17.0	107	16.4	103
COUNTY SIZE D	13.2	13.9	105	13.4	102	14.8	112	12.9	97	13.7	104	14.2	108
METRO CENTRAL CITY	30.3	29.6	98	28.6	94	31.0	103	30.0	99	28.8	95	27.9	92
METRO SUBURBAN	44.4	45.3	102	45.7	103	41.0	92	43.8	99	44.9	101	45.6	103
NON METRO	25.4	25.1	99	25.7	101	28.0	110	26.2	103	26.2	103	26.4	104
TOP 5 ADI'S	22.6	23.1	102	21.9	97	19.3	85	19.2	85	20.8	92	20.8	92
TOP 10 ADI'S	31.3	31.8	101	30.4	97	27.5	88	27.7	88	28.5	91	28.5	91
TOP 20 ADI'S	45.1	45.6	101	43.8	97	40.0	89	41.2	92	41.7	93	42.6	95
HSHLD INC. \$50,000 OR MORE	8.2	8.3	101	8.9	109	6.0	73	7.9	96	9.5	116	8.5	104
\$40,000 OR MORE	15.6	16.4	105	17.4	112	12.3	79	15.2	97	16.5	106	16.4	105
\$30,000 OR MORE	30.5	30.5	100	33.8	111	26.6	87	29.8	98	32.5	106	32.5	106
\$25,000 OR MORE	39.6	40.6	102	43.9	111	35.6	90	39.8	100	42.4	107	42.5	107
\$20,000 - \$24,999	11.3	12.2	108	11.4	101	11.1	98	11.6	103	10.8	96	11.5	102
\$15,000 - \$19,999	10.8	10.7	99	10.8	100	9.3	86	9.5	88	10.5	97	10.1	94
\$10,000 - \$14,999	15.5	14.9	96	14.8	95	17.2	111	17.1	110	15.8	102	15.1	98
UNDER \$10,000	22.8	21.6	95	19.1	84	26.9	118	21.9	96	20.5	90	20.8	91
HOUSEHOLD OF 1 PERSON	14.8	8.8	59	8.1	55	11.4	77	8.1	55	13.2	89	11.4	77
2 PEOPLE	32.8	30.1	92	24.7	75	28.7	87	26.3	80	31.9	97	30.7	93
3 OR 4 PEOPLE	37.8	40.8	108	45.1	119	40.4	107	43.6	115	37.6	99	39.9	106
5 OR MORE PEOPLE	14.6	20.3	139	22.1	151	19.6	134	21.9	150	17.3	119	18.0	124
NO CHILD IN HSHLD	57.0	50.3	88	43.0	75	49.7	87	43.5	76	56.6	99	52.6	92
CHILD(REN) UNDER 2 YRS	6.6	7.3	111	7.8	118	7.3	110	8.2	125	6.1	92	6.7	102
2 - 5 YEARS	17.6	20.4	116	23.8	136	21.6	123	23.3	133	17.6	100	20.6	117
6 - 11 YEARS	18.7	22.1	118	26.9	144	23.5	126	26.4	141	18.9	101	20.6	111
12 - 17 YEARS	20.5	24.4	119	28.4	138	25.0	122	28.5	139	22.8	111	23.7	115
RESIDENCE OWNED	69.0	70.5	102	71.9	104	70.8	103	65.6	95	76.0	110	73.5	107
VALUE: \$50,000 OR MORE	39.2	38.0	97	42.4	108	38.2	97	34.5	88	43.4	111	41.3	105
VALUE: UNDER \$50,000	29.8	32.5	109	29.5	99	32.6	109	31.0	104	32.6	109	32.3	108

RELATIVE VOLUME OF CONSUMPTION
CEREALS, RICE, PASTA, PIZZA, FRUITS & VEGETABLES (P-20)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	PASTA, SPAGH. MAC./NOODLES, DRY, PKGD.		PIZZA, FROZEN		POTATOES, FROZEN		POTATOES, PACKAGED INSTANT		RICE		SPAGHETTI & MACARONI PROD. (CANNED)	
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
18 - 24	11.5	10.2	89	12.3	107	11.5	101	12.3	107	9.7	84	14.1	123
25 - 34	23.5	25.1	107	25.9	110	27.4	116	23.6	100	24.2	103	27.5	117
35 - 44	18.0	21.4	119	25.3	140	23.1	128	21.0	117	21.5	119	21.3	118
45 - 54	14.0	16.3	116	14.4	103	15.0	107	12.9	92	14.9	106	12.7	91
55 - 64	14.4	13.8	96	12.4	86	11.6	81	15.2	106	14.3	99	11.4	79
65 OR OLDER	18.6	13.2	71	9.9	53	11.4	61	15.0	81	15.5	83	13.0	70
18 - 34	35.0	35.3	101	38.1	109	38.9	111	35.9	102	33.9	97	41.5	119
18 - 49	59.7	64.1	107	70.8	119	69.5	116	63.7	107	62.8	105	69.8	117
25 - 54	55.6	62.8	113	65.5	118	65.5	118	57.5	104	60.6	109	61.5	111
35 - 49	24.7	28.9	117	32.7	132	30.6	124	27.9	113	28.9	117	28.3	115
50 OR OLDER	40.3	35.9	89	29.2	73	30.5	76	36.3	90	37.2	92	30.2	75
GRADUATED COLLEGE	13.8	12.9	93	12.5	91	13.1	95	11.5	84	17.1	124	9.3	67
ATTENDED COLLEGE	16.9	17.3	102	17.0	101	17.1	101	15.7	93	17.4	103	14.1	83
GRADUATED HIGH SCHOOL	41.8	45.8	109	46.4	111	45.0	108	44.2	106	38.7	93	45.3	108
DID NOT GRADUATE HIGH SCHOOL	27.5	24.1	88	24.1	88	24.8	90	28.6	104	26.8	98	31.4	114
EMPLOYED	49.8	50.1	101	55.1	111	52.8	106	49.7	100	50.0	101	47.6	96
EMPLOYED FULL-TIME	40.6	40.3	99	45.5	112	42.8	105	42.5	105	40.5	100	38.9	96
EMPLOYED PART-TIME	9.2	9.8	106	9.6	104	10.0	108	7.2	78	9.5	103	8.8	95
NOT EMPLOYED	50.2	49.9	99	44.9	89	47.2	94	50.3	100	50.0	99	52.4	104
PROFESSIONAL/MANAGER	12.8	12.4	97	12.9	100	13.2	103	11.8	92	14.6	114	9.1	71
TECH/CLERICAL/SALES	21.7	22.6	104	24.5	113	23.7	109	21.0	97	21.3	98	20.7	95
PRECISION/CRAFT	1.2	1.1	89	1.4	113	1.2	99	1.1	94	1.1	93	1.0	79
OTHER EMPLOYED	14.0	14.0	100	16.3	116	14.6	104	15.7	112	13.0	93	16.9	120
SINGLE	12.2	9.5	78	10.2	84	9.4	77	11.2	92	10.4	86	12.3	101
MARRIED	63.4	70.9	112	68.1	107	69.5	110	65.9	104	68.6	108	64.3	101
DIVORCED/SEPARATED/WIDOWED	24.4	19.6	80	21.7	89	21.1	86	22.9	94	21.0	86	23.4	96
PARENTS	40.2	49.8	124	54.7	136	54.5	135	48.3	120	47.1	117	56.1	139
WHITE	86.9	88.8	102	87.5	101	86.7	100	86.0	99	82.5	95	83.0	95
BLACK	10.8	9.4	87	10.4	96	12.1	111	12.3	113	13.1	121	15.6	144
OTHER	2.2	1.8	82	2.1	93	1.3	57	1.7	78	4.4	198	1.5	66
NORTHEAST-CENSUS	22.0	29.1	133	17.6	80	24.0	109	20.8	95	22.6	103	22.4	102
NORTH CENTRAL	25.6	26.0	102	33.2	129	25.6	100	28.8	113	20.9	82	28.7	112
SOUTH	34.3	30.4	89	35.8	104	35.0	102	35.5	104	36.7	107	37.3	109
WEST	18.1	14.4	80	13.4	74	15.4	85	14.8	82	19.7	109	11.7	64
NORTHEAST-MKTG.	22.2	28.4	128	18.8	85	24.5	111	22.1	99	23.3	105	23.1	104
EAST CENTRAL	14.7	15.9	108	13.7	94	14.6	100	16.7	114	10.6	72	17.1	116
WEST CENTRAL	17.4	17.1	98	24.3	140	16.5	95	18.0	103	15.2	87	17.7	102
SOUTH	29.7	26.0	87	31.2	105	30.4	102	29.7	100	33.1	111	32.3	108
PACIFIC	16.0	12.6	79	11.9	74	14.0	87	13.5	84	17.7	111	9.9	62
COUNTY SIZE A	40.1	41.3	103	35.6	89	37.9	95	40.1	100	43.0	107	38.5	96
COUNTY SIZE B	30.8	30.9	101	31.5	102	33.4	109	29.8	97	30.5	99	30.9	100
COUNTY SIZE C	16.0	16.1	101	16.7	105	15.4	96	16.5	103	14.9	93	17.3	108
COUNTY SIZE D	13.2	11.7	89	16.2	123	13.3	101	13.6	103	11.6	88	13.4	101
METRO CENTRAL CITY	30.3	28.4	94	27.5	91	30.1	99	27.4	91	32.1	106	29.2	97
METRO SUBURBAN	44.4	47.8	108	44.7	101	44.1	99	45.5	103	45.5	103	43.3	98
NON METRO	25.4	23.7	93	27.7	109	25.9	102	27.0	106	22.4	88	27.5	108
TOP 5 ADI'S	22.6	24.9	110	18.9	84	22.3	98	23.8	105	25.3	112	20.5	91
TOP 10 ADI'S	31.3	33.1	106	26.7	85	29.4	94	30.6	98	34.1	109	29.5	94
TOP 20 ADI'S	45.1	46.3	103	39.5	88	42.6	94	44.7	99	48.2	107	41.3	92
HSHLD INC. \$50,000 OR MORE	8.2	9.5	116	8.5	104	9.0	111	8.1	99	10.0	123	6.1	75
\$40,000 OR MORE	15.6	18.7	119	17.7	113	18.4	118	15.3	98	19.6	125	12.6	80
\$30,000 OR MORE	30.5	34.2	112	34.2	112	32.9	108	29.9	98	35.9	118	26.8	88
\$25,000 OR MORE	39.6	44.4	112	43.7	110	43.1	109	39.3	99	44.5	112	36.5	92
\$20,000 - \$24,999	11.3	12.3	109	12.1	107	12.3	109	11.0	97	10.6	94	12.5	111
\$15,000 - \$19,999	10.8	10.1	94	10.4	96	9.8	91	10.1	93	9.2	86	10.0	93
\$10,000 - \$14,999	15.5	14.8	95	14.3	92	14.4	93	17.2	111	13.3	86	15.4	99
UNDER \$10,000	22.8	18.5	81	19.5	86	20.4	89	22.5	99	22.3	98	25.5	112
HOUSEHOLD OF 1 PERSON	14.8	8.2	55	7.9	53	7.4	50	9.4	64	9.2	62	7.8	53
2 PEOPLE	32.8	27.6	84	24.0	73	25.9	79	29.5	90	28.8	88	24.5	75
3 OR 4 PEOPLE	37.8	43.3	115	43.2	114	43.3	115	42.0	111	42.4	112	44.2	117
5 OR MORE PEOPLE	14.6	20.8	143	24.8	170	23.4	160	19.1	131	19.6	134	23.5	161
NO CHILD IN HSHLD	57.0	47.8	84	41.8	73	41.9	73	48.2	85	49.5	87	39.8	70
CHILD(REN) UNDER 2 YRS	6.6	7.5	114	6.6	100	6.7	101	6.9	105	6.5	99	9.4	142
2 - 5 YEARS	17.6	20.3	116	20.4	116	23.3	133	19.8	113	22.1	126	26.8	153
6 - 11 YEARS	18.7	23.7	127	27.6	148	26.9	144	22.2	119	22.6	121	29.2	156
12 - 17 YEARS	20.5	27.7	135	33.8	165	30.7	150	26.9	131	26.5	129	28.1	137
RESIDENCE OWNED	69.0	71.8	104	71.2	103	70.9	103	67.9	98	70.2	102	65.4	95
VALUE: \$50,000 OR MORE	39.2	42.0	107	40.8	104	40.7	104	38.2	97	43.1	110	32.4	83
VALUE: UNDER \$50,000	29.8	29.8	100	30.4	102	30.2	101	29.7	100	27.1	91	33.0	111

RELATIVE VOLUME OF CONSUMPTION
CEREALS, RICE, PASTA, PIZZA, FRUITS & VEGETABLES (P-20)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	SPAGHETTI SAUCE (IN JARS OR CANS)		VEGETABLES, CANNED OR JARRED		VEGETABLES, FROZEN CORN- ON-COB		VEG., FROZEN (EXCL. POT., CORN-ON-COB)		% DOWN INDEX		% DOWN INDEX		% DOWN INDEX	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100						
18 - 24	11.5	11.7	102	11.1	96	12.2	106	9.8	86						
25 - 34	23.5	24.1	102	24.2	103	25.2	107	24.2	103						
35 - 44	18.0	22.6	125	20.7	115	19.4	107	20.4	113						
45 - 54	14.0	15.4	110	15.3	109	14.1	100	14.4	103						
55 - 64	14.4	14.1	98	14.3	99	12.7	89	16.1	112						
65 OR OLDER	18.4	12.1	65	14.5	78	16.5	89	15.1	81						
18 - 34	35.0	35.8	102	35.3	101	37.3	107	34.0	97						
18 - 49	59.7	66.2	111	63.4	106	64.1	107	61.3	103						
25 - 54	55.6	62.1	112	60.2	108	58.6	105	59.0	106						
35 - 49	24.7	30.4	123	28.2	114	26.7	108	27.3	111						
50 OR OLDER	40.3	33.8	84	36.6	91	35.9	89	38.7	96						
GRADUATED COLLEGE	13.8	12.6	92	11.2	81	11.4	82	16.8	122						
ATTENDED COLLEGE	16.9	15.1	90	16.8	100	12.3	73	18.5	110						
GRADUATED HIGH SCHOOL	41.8	46.5	111	45.5	109	43.3	103	43.6	104						
DID NOT GRADUATE HIGH SCHOOL	27.5	25.7	94	26.5	97	33.1	120	21.0	76						
EMPLOYED	49.8	50.0	100	49.2	99	48.2	97	53.7	108						
EMPLOYED FULL-TIME	40.6	40.8	101	40.1	99	39.7	98	43.5	107						
EMPLOYED PART-TIME	9.2	9.2	100	9.2	99	8.5	92	10.2	111						
NOT EMPLOYED	50.2	50.0	100	50.8	101	51.8	103	46.3	92						
PROFESSIONAL/MANAGER	12.8	11.9	93	11.7	91	9.3	73	14.8	116						
TECH/CLERICAL/SALES	21.7	22.5	104	21.9	101	20.5	95	25.0	115						
PRECISION/CRAFT	1.2	1.0	80	1.2	103	1.2	101	1.2	97						
OTHER EMPLOYED	14.0	14.5	104	14.4	103	17.1	122	12.7	91						
SINGLE	12.2	10.5	86	9.0	74	12.1	99	10.3	85						
MARRIED	63.4	68.6	108	70.4	111	62.6	99	68.3	108						
DIVORCED/SEPARATED/WIDOWED	24.4	20.9	86	20.6	84	25.3	104	21.4	88						
PARENTS	40.2	50.2	125	47.8	119	46.9	116	42.8	106						
WHITE	86.9	87.5	101	89.1	103	78.6	90	88.6	102						
BLACK	10.8	10.6	98	9.4	86	19.3	179	9.5	87						
OTHER	2.2	1.8	83	1.5	68	2.1	94	2.0	89						
NORTHEAST-CENSUS	22.0	31.7	144	20.3	93	19.9	91	26.5	121						
NORTH CENTRAL	25.6	24.5	96	28.5	111	15.2	59	23.9	93						
SOUTH	34.3	29.8	87	37.1	108	48.2	141	31.3	91						
WEST	18.1	14.1	78	14.1	78	16.6	92	18.4	101						
NORTHEAST-MKTG.	22.2	31.4	141	20.1	91	23.0	104	27.3	123						
EAST CENTRAL	14.7	15.9	108	16.8	115	10.0	68	14.4	98						
WEST CENTRAL	17.4	15.2	87	18.6	107	10.2	59	15.5	89						
SOUTH	29.7	24.9	84	32.3	109	42.0	141	26.4	89						
PACIFIC	16.0	12.6	79	12.1	76	14.8	93	16.4	102						
COUNTY SIZE A	40.1	40.6	101	36.0	90	44.5	111	44.6	111						
COUNTY SIZE B	30.8	31.6	103	32.2	105	28.8	94	30.8	100						
COUNTY SIZE C	16.0	16.3	102	17.3	108	14.0	87	14.6	92						
COUNTY SIZE D	13.2	11.5	87	14.5	110	12.7	96	9.9	75						
METRO CENTRAL CITY	30.3	29.5	97	28.1	93	35.2	116	29.3	97						
METRO SUBURBAN	44.4	46.8	106	43.9	99	41.3	93	50.0	113						
NON METRO	25.4	23.7	93	27.9	110	23.5	93	20.7	81						
TOP 5 ADI'S	22.6	25.6	113	18.4	81	24.9	110	26.1	115						
TOP 10 ADI'S	31.3	33.1	106	27.1	87	35.5	113	35.1	112						
TOP 20 ADI'S	45.1	46.2	103	40.3	90	46.0	102	49.2	109						
HSHLD INC. \$50,000 OR MORE	8.2	8.5	105	8.1	99	6.8	83	11.6	143						
\$40,000 OR MORE	15.6	16.0	102	15.9	101	14.2	91	21.7	139						
\$30,000 OR MORE	30.5	31.7	104	31.2	102	26.8	88	38.0	125						
\$25,000 OR MORE	39.6	42.4	107	41.3	104	35.0	88	48.3	122						
\$20,000 - \$24,999	11.3	12.2	108	11.8	105	11.2	100	11.4	101						
\$15,000 - \$19,999	10.8	10.6	99	10.7	100	10.3	95	10.7	99						
\$10,000 - \$14,999	15.5	15.2	98	15.4	99	16.9	109	12.3	80						
UNDER \$10,000	22.8	19.6	86	20.8	91	26.5	116	17.2	75						
HOUSEHOLD OF 1 PERSON	14.8	8.3	56	8.8	59	10.5	71	10.8	73						
2 PEOPLE	32.8	27.6	84	29.0	88	29.3	89	30.7	94						
3 OR 4 PEOPLE	37.8	42.6	113	42.7	113	41.6	110	41.4	110						
5 OR MORE PEOPLE	14.6	21.5	148	19.5	134	18.6	128	17.0	117						
NO CHILD IN HSHLD	57.0	46.6	82	49.1	86	48.0	84	54.3	95						
CHILD(REN) UNDER 2 YRS	6.6	7.1	108	7.7	118	7.5	115	6.2	95						
2 - 5 YEARS	17.6	19.4	111	20.7	118	22.1	126	18.1	103						
6 - 11 YEARS	18.7	24.7	132	22.3	119	24.6	132	20.2	108						
12 - 17 YEARS	20.5	28.7	140	25.7	125	24.2	118	22.9	112						
RESIDENCE OWNED	69.0	69.4	101	71.5	104	63.4	92	73.5	107						
VALUE: \$50,000 OR MORE	39.2	40.6	104	38.1	97	33.2	85	47.2	121						
VALUE: UNDER \$50,000	29.8	28.8	97	33.3	112	30.3	101	26.3	88						

RELATIVE VOLUME OF CONSUMPTION
SOUPS, MEAT, FISH, CONDIMENTS & DRESSINGS (P-21)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	BARBECUE SAUCE, BOTTLED		SEASONING SAUCE, BOTTLED		CATSUP		COLD CUTS		COOKING SPRAY NON-STICK		FRANKFURTERS & WIENERS	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
18 - 24	11.5	12.6	110	11.0	96	12.0	105	9.8	85	9.9	86	10.3	90
25 - 34	23.5	27.2	115	27.0	115	24.9	106	25.6	109	22.5	96	24.8	105
35 - 44	18.0	20.6	114	21.0	117	21.6	120	23.7	132	16.6	92	22.5	125
45 - 54	14.0	15.3	109	15.2	109	15.2	109	15.7	112	16.1	115	15.1	108
55 - 64	14.4	13.0	91	14.2	99	13.0	91	13.3	93	15.6	108	13.9	97
65 OR OLDER	18.6	11.3	61	11.6	62	13.2	71	11.9	64	19.3	104	13.5	73
18 - 34	35.0	39.8	114	38.0	109	36.9	106	35.3	101	32.4	93	35.0	100
18 - 49	59.7	68.4	115	66.9	112	66.0	111	67.1	112	57.0	95	64.9	109
25 - 54	55.6	63.0	113	63.2	114	61.8	111	65.0	117	55.3	99	62.3	112
35 - 49	24.7	28.6	116	28.9	117	29.0	118	31.7	129	24.6	100	29.9	121
50 OR OLDER	40.3	31.6	78	33.1	82	34.0	84	32.9	82	43.0	107	35.1	87
GRADUATED COLLEGE	13.8	12.1	88	14.1	102	11.0	80	11.8	86	13.5	98	11.5	83
ATTENDED COLLEGE	16.9	16.7	99	17.2	102	15.6	93	16.1	95	16.9	100	16.3	97
GRADUATED HIGH SCHOOL	41.8	46.7	112	46.7	112	45.2	108	46.8	112	45.5	109	44.0	105
DID NOT GRADUATE HIGH SCHOOL	27.5	24.5	89	22.1	80	28.2	103	25.3	92	24.0	87	28.2	103
EMPLOYED	49.8	51.4	103	53.8	108	50.0	100	52.7	106	50.7	102	50.4	101
EMPLOYED FULL-TIME	40.6	42.3	104	43.2	106	40.4	100	43.0	106	40.2	99	40.6	100
EMPLOYED PART-TIME	9.2	9.2	99	10.6	115	9.5	104	9.7	106	10.5	114	9.9	107
NOT EMPLOYED	50.2	48.6	97	46.2	92	50.0	100	47.3	94	49.3	98	49.6	99
PROFESSIONAL/MANAGER	12.8	11.5	89	13.3	103	10.4	81	12.5	98	13.2	103	11.3	88
TECH/CLERICAL/SALES	21.7	23.1	107	24.6	113	22.0	102	23.9	110	22.1	102	21.6	99
PRECISION/CRAFT	1.2	1.0	85	1.2	99	1.2	97	1.1	88	1.2	101	1.3	103
OTHER EMPLOYED	14.0	15.8	113	14.7	105	16.3	116	15.2	108	14.2	101	16.4	117
SINGLE	12.2	10.8	88	11.9	98	10.7	88	9.5	78	11.5	95	9.5	78
MARRIED	63.4	67.7	107	67.8	107	68.2	108	71.2	112	65.4	103	68.7	108
DIVORCED/SEPARATED/WIDOWED	24.4	21.6	88	20.2	83	21.1	86	19.3	79	23.1	95	21.7	89
PARENTS	40.2	52.3	130	49.1	122	51.0	127	50.8	126	36.2	90	52.1	130
WHITE	86.9	83.7	96	85.7	99	85.5	98	87.8	101	89.5	103	85.1	98
BLACK	10.8	14.7	135	11.7	108	12.7	117	10.7	99	9.6	89	13.1	121
OTHER	2.2	1.7	75	2.6	117	1.7	79	1.5	69	0.9	42	1.8	81
NORTHEAST-CENSUS	22.0	18.4	84	23.9	109	23.1	105	26.8	122	21.4	97	21.5	98
NORTH CENTRAL	25.6	28.1	110	26.4	103	27.5	107	27.1	106	25.0	97	26.7	104
SOUTH	34.3	37.8	110	32.7	95	36.0	105	32.1	94	34.8	101	36.4	106
WEST	18.1	15.8	87	16.9	93	13.3	74	13.9	77	18.9	104	15.4	85
NORTHEAST-MKTG.	22.2	17.8	80	23.8	107	22.7	102	26.2	118	21.8	98	21.3	96
EAST CENTRAL	14.7	15.6	106	15.3	105	16.3	111	17.7	120	14.4	98	15.5	106
WEST CENTRAL	17.4	18.3	105	17.2	99	17.7	102	16.6	95	16.1	93	17.6	101
SOUTH	29.7	34.2	115	28.3	95	31.6	106	27.3	92	30.4	102	32.0	108
PACIFIC	16.0	14.1	88	15.3	96	11.7	73	12.2	76	17.3	108	13.5	85
COUNTY SIZE A	40.1	39.7	99	42.9	107	37.3	93	40.3	101	41.0	102	36.8	92
COUNTY SIZE B	30.8	29.7	96	30.9	100	31.9	104	32.2	105	29.5	96	32.1	104
COUNTY SIZE C	16.0	16.3	102	13.9	87	16.1	101	15.2	95	18.0	113	16.9	106
COUNTY SIZE D	13.2	14.3	108	12.4	94	14.7	111	12.3	93	11.6	88	14.2	108
METRO CENTRAL CITY	30.3	29.7	98	30.2	100	29.6	98	28.4	94	25.7	85	28.1	93
METRO SUBURBAN	44.4	43.9	99	46.5	105	42.8	96	47.0	106	50.5	114	44.1	99
NON METRO	25.4	26.3	104	23.3	92	27.6	109	24.6	97	23.8	94	27.8	109
TOP 5 ADI'S	22.6	20.8	92	25.0	110	21.2	94	23.8	105	23.6	104	20.7	91
TOP 10 ADI'S	31.3	28.5	91	33.1	106	29.2	93	31.9	102	33.2	106	27.9	89
TOP 20 ADI'S	45.1	42.5	94	46.9	104	42.3	94	44.7	99	46.8	104	41.2	91
HSHLD INC. \$50,000 OR MORE	8.2	8.1	99	9.3	114	6.9	85	9.3	114	9.0	111	7.9	97
\$40,000 OR MORE	15.6	16.5	106	18.1	116	15.1	97	18.4	118	17.2	110	15.7	100
\$30,000 OR MORE	30.5	30.5	100	34.5	113	30.5	100	35.4	116	33.7	110	30.8	101
\$25,000 OR MORE	39.6	40.1	101	45.7	115	39.9	101	45.5	115	43.9	111	40.1	101
\$20,000 - \$24,999	11.3	12.9	114	11.9	105	11.7	104	11.9	105	12.6	111	11.3	100
\$15,000 - \$19,999	10.8	9.8	91	8.9	82	10.4	96	10.4	96	10.4	97	10.1	94
\$10,000 - \$14,999	15.5	16.3	105	16.4	105	15.8	102	14.5	94	13.2	85	16.5	106
UNDER \$10,000	22.8	20.9	91	17.2	76	22.2	97	17.8	78	19.8	87	22.0	96
HOUSEHOLD OF 1 PERSON	14.8	7.8	53	8.5	58	8.3	56	7.0	47	12.0	81	7.7	52
2 PEOPLE	32.8	26.9	82	29.2	89	26.0	79	27.3	83	34.8	106	26.4	81
3 OR 4 PEOPLE	37.8	45.9	122	43.6	115	44.1	117	44.2	117	38.5	102	43.4	115
5 OR MORE PEOPLE	14.6	19.3	133	18.6	128	21.6	148	21.6	148	14.7	101	22.5	154
NO CHILD IN HSHLD	57.0	43.8	77	48.1	84	45.2	79	45.9	80	61.0	107	43.9	77
CHILD(REN) UNDER 2 YRS	6.6	9.1	139	6.5	99	8.2	125	6.5	99	5.8	88	7.5	114
2 - 5 YEARS	17.6	23.2	132	20.7	118	22.2	126	19.8	113	15.4	88	23.5	134
6 - 11 YEARS	18.7	24.6	132	22.0	118	24.6	132	24.7	132	17.6	94	25.6	137
12 - 17 YEARS	20.5	28.1	137	26.2	128	28.2	137	29.7	145	17.9	87	28.9	141
RESIDENCE OWNED	69.0	69.2	100	71.3	103	69.1	100	71.3	103	76.2	110	69.8	101
VALUE: \$50,000 OR MORE	39.2	38.4	98	42.0	107	37.7	96	42.1	107	46.4	118	38.2	98
VALUE: UNDER \$50,000	29.8	30.7	103	29.3	98	31.5	106	29.1	98	29.8	100	31.6	106

RELATIVE VOLUME OF CONSUMPTION
SOUPS, MEAT, FISH, CONDIMENTS & DRESSINGS (P-21)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	FROZEN MAIN COURSES		HAM, CANNED		SALAD DRESSING DRY MIX		SALAD DRESSING, LIQUID PREP'D		MAYO AND MAYO TYPE SALAD DRESSING		SALAD OR COOKING OIL	
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
18 - 24	11.5	11.1	96	8.7	76	9.6	84	9.6	83	11.4	99	10.8	94
25 - 34	23.5	24.8	105	20.8	88	24.8	105	23.8	101	23.7	101	24.7	105
35 - 44	18.0	17.9	99	22.5	125	22.1	123	22.0	122	21.4	119	21.9	122
45 - 54	14.0	15.8	112	16.4	117	14.4	103	16.9	121	15.4	110	13.9	99
55 - 64	14.4	13.7	95	15.6	109	16.7	117	13.9	97	13.4	93	14.0	97
65 OR OLDER	18.6	16.8	90	16.0	86	12.3	66	13.8	74	14.7	79	14.7	79
18 - 34	35.0	35.9	102	29.5	84	34.4	98	33.3	95	35.1	100	35.5	101
18 - 49	59.7	61.7	103	59.8	100	62.6	105	63.7	107	64.0	107	64.4	108
25 - 54	55.6	58.4	105	59.7	107	61.3	110	62.7	113	60.5	109	60.5	109
35 - 49	24.7	25.8	105	30.3	123	28.1	114	30.4	123	28.9	117	28.9	117
50 OR OLDER	40.3	38.3	95	40.2	100	37.4	93	36.3	90	36.0	89	35.6	88
GRADUATED COLLEGE	13.8	17.6	128	11.8	86	17.2	125	14.9	108	12.0	87	12.1	88
ATTENDED COLLEGE	16.9	20.0	118	17.7	105	19.9	118	17.8	106	16.9	100	15.9	94
GRADUATED HIGH SCHOOL	41.8	42.3	101	44.2	106	43.7	105	44.5	106	43.4	104	42.4	101
DID NOT GRADUATE HIGH SCHOOL	27.5	20.1	73	26.3	96	19.1	70	22.8	83	27.7	101	29.7	108
EMPLOYED	49.8	56.8	114	48.3	97	54.2	109	54.9	110	51.0	103	49.1	99
EMPLOYED FULL-TIME	40.6	46.7	115	41.2	102	45.2	112	45.0	111	41.5	102	39.8	98
EMPLOYED PART-TIME	9.2	10.0	109	7.1	77	9.0	97	9.9	108	9.6	104	9.3	101
NOT EMPLOYED	50.2	43.2	86	51.7	103	45.8	91	45.1	90	49.0	97	50.9	101
PROFESSIONAL/MANAGER	12.8	17.1	133	10.9	85	15.5	120	14.1	110	11.2	87	11.6	91
TECH/CLERICAL/SALES	21.7	27.2	126	21.5	99	25.7	119	25.1	116	22.9	106	20.8	96
PRECISION/CRAFT	1.2	0.9	73	1.3	103	1.3	105	1.3	109	1.3	104	1.2	101
OTHER EMPLOYED	14.0	11.5	82	14.6	104	11.7	84	14.4	103	15.7	112	15.4	110
SINGLE	12.2	14.2	116	9.1	74	10.3	85	10.4	85	11.2	92	10.9	89
MARRIED	63.4	59.7	94	66.5	105	68.3	108	69.5	110	65.9	104	67.6	107
DIVORCED/SEPARATED/WIDOWED	24.4	26.2	107	24.4	100	21.4	88	20.2	83	22.9	94	21.5	88
PARENTS	40.2	38.8	96	46.2	115	45.8	114	45.4	113	47.8	119	48.3	120
WHITE	86.9	89.6	103	87.3	100	88.6	102	88.4	102	85.6	98	83.6	96
BLACK	10.8	8.4	77	10.7	99	9.2	85	9.9	91	12.5	116	13.6	126
OTHER	2.2	2.0	92	2.0	91	2.2	101	1.7	78	1.9	84	2.8	127
NORTHEAST-CENSUS	22.0	25.4	116	23.3	106	25.4	115	26.2	119	23.2	106	22.6	103
NORTH CENTRAL	25.6	26.4	103	20.7	81	21.0	82	26.8	105	23.4	91	23.9	93
SOUTH	34.3	31.4	91	35.3	103	25.9	76	32.2	94	35.8	104	37.8	110
WEST	18.1	16.8	93	20.6	114	27.7	153	14.9	82	17.6	97	15.7	87
NORTHEAST-MKTG.	22.2	26.2	118	24.0	108	23.9	108	26.1	118	23.4	105	22.4	101
EAST CENTRAL	14.7	15.9	108	8.9	61	13.5	92	15.9	109	14.2	97	13.8	94
WEST CENTRAL	17.4	15.7	90	15.8	91	14.7	84	17.5	101	15.4	89	16.1	93
SOUTH	29.7	26.7	90	31.9	107	23.0	77	27.6	93	31.4	105	33.6	113
PACIFIC	16.0	15.5	97	19.4	121	25.0	156	12.8	80	15.6	98	14.0	88
COUNTY SIZE A	40.1	45.9	115	37.6	94	43.9	110	41.7	104	39.8	99	39.6	99
COUNTY SIZE B	30.8	31.9	104	29.7	97	31.2	101	30.4	99	30.5	99	30.5	99
COUNTY SIZE C	16.0	14.5	91	20.3	127	15.4	96	16.5	103	16.9	106	15.5	97
COUNTY SIZE D	13.2	7.6	58	12.3	93	9.6	72	11.4	86	12.7	96	14.4	109
METRO CENTRAL CITY	30.3	34.8	115	27.2	90	29.3	97	28.4	94	29.8	98	29.9	99
METRO SUBURBAN	44.4	46.7	105	45.0	102	50.7	114	47.7	108	44.4	100	44.3	100
NON METRO	25.4	18.5	73	27.8	110	20.0	79	23.9	94	25.8	102	25.8	102
TOP 5 ADI'S	22.6	26.3	116	26.6	118	27.3	120	23.7	104	22.5	99	22.4	99
TOP 10 ADI'S	31.3	34.9	111	34.0	108	36.3	116	32.7	104	31.4	100	30.3	97
TOP 20 ADI'S	45.1	48.8	108	43.1	96	50.7	112	46.0	102	44.8	99	44.7	99
HSHLD INC. \$50,000 OR MORE	8.2	11.3	138	8.2	101	12.1	148	10.7	131	8.4	103	8.1	99
\$40,000 OR MORE	15.6	20.3	130	16.3	104	23.1	148	20.0	128	16.7	107	15.6	100
\$30,000 OR MORE	30.5	35.8	117	32.1	105	40.7	134	37.4	123	31.8	104	31.6	104
\$25,000 OR MORE	39.6	46.3	117	42.3	107	51.2	129	47.7	120	41.3	104	41.0	104
\$20,000 - \$24,999	11.3	11.1	99	11.8	104	10.4	92	11.5	102	11.3	100	11.4	101
\$15,000 - \$19,999	10.8	10.3	95	9.6	89	9.7	90	10.2	94	10.6	99	10.1	94
\$10,000 - \$14,999	15.5	14.1	91	15.2	98	12.9	83	13.6	88	14.7	95	15.0	97
UNDER \$10,000	22.8	18.2	80	21.0	92	15.8	69	17.0	75	22.1	97	22.3	98
HOUSEHOLD OF 1 PERSON	14.8	17.2	117	10.0	68	8.1	55	9.5	64	9.8	66	9.3	63
2 PEOPLE	32.8	30.3	92	29.7	90	31.3	96	29.5	90	27.7	85	28.2	86
3 OR 4 PEOPLE	37.8	37.2	98	39.6	105	44.0	116	42.4	112	42.5	112	41.9	111
5 OR MORE PEOPLE	14.6	15.2	104	20.7	142	16.6	114	18.7	128	20.0	137	20.6	142
NO CHILD IN HSHLD	57.0	58.3	102	50.0	88	50.2	88	51.3	90	48.7	85	48.0	84
CHILD(REN) UNDER 2 YRS	6.6	4.2	64	5.8	88	5.9	90	5.7	87	7.5	114	7.6	116
2 - 5 YEARS	17.6	15.1	86	16.9	96	18.9	108	17.4	99	20.7	118	21.4	122
6 - 11 YEARS	18.7	18.0	97	22.7	122	20.3	109	21.6	116	22.4	120	23.7	127
12 - 17 YEARS	20.5	21.1	103	28.9	141	25.9	126	26.7	130	27.0	132	26.8	131
RESIDENCE OWNED	69.0	68.7	100	73.9	107	73.3	106	73.4	106	69.1	100	69.7	101
VALUE: \$50,000 OR MORE	39.2	43.8	112	43.2	110	48.7	124	43.7	111	39.5	101	39.1	100
VALUE: UNDER \$50,000	29.8	24.9	83	30.7	103	24.6	83	29.7	100	29.6	99	30.6	103

RELATIVE VOLUME OF CONSUMPTION
SOUPS, MEAT, FISH, CONDIMENTS & DRESSINGS (P-21)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	MEAT TENDERIZERS		MUSTARD		PORK SAUSAGES		SOUP, CANNED		SOUP, DRY/ LUNCH MIX/DRY BOUILLON		SUGAR (WHITE GRANULATED)	
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
18 - 24	11.5	13.4	117	10.4	91	11.1	97	10.5	91	9.0	78	10.9	95
25 - 34	23.5	28.5	121	23.9	102	23.2	95	22.2	98	22.1	94	22.1	94
35 - 44	18.0	19.2	107	21.4	119	20.1	112	20.2	112	19.8	110	21.8	121
45 - 54	14.0	12.8	91	15.2	108	15.6	111	14.8	106	17.0	121	15.0	107
55 - 64	14.4	12.5	87	14.3	99	14.8	103	14.8	103	15.7	109	13.6	94
65 OR OLDER	18.4	13.7	74	14.8	79	16.0	86	16.5	89	16.4	88	16.7	90
18 - 34	35.0	41.8	119	34.4	98	33.4	96	33.6	96	31.0	89	33.0	94
18 - 49	59.7	67.4	113	62.8	105	61.2	103	61.3	103	58.9	99	62.3	104
25 - 54	55.6	60.4	109	60.5	109	58.1	104	58.2	105	58.9	106	58.9	106
35 - 49	24.7	25.5	103	28.5	115	27.8	113	27.7	112	27.9	113	29.3	119
50 OR OLDER	40.3	32.6	81	37.2	92	38.8	96	38.7	96	41.1	102	37.7	94
GRADUATED COLLEGE	13.8	10.8	78	13.1	95	11.1	81	12.2	89	15.4	112	9.7	70
ATTENDED COLLEGE	16.9	15.4	91	16.6	98	15.1	89	16.3	97	20.5	122	15.7	93
GRADUATED HIGH SCHOOL	41.8	46.2	111	42.5	102	43.3	103	44.3	106	41.6	99	44.3	106
DID NOT GRADUATE HIGH SCHOOL	27.5	27.6	100	27.8	101	30.5	111	27.2	99	22.5	82	30.4	110
EMPLOYED	49.8	50.0	101	51.1	103	48.2	97	49.0	98	52.1	105	47.0	94
EMPLOYED FULL-TIME	40.6	41.3	102	42.2	104	39.8	98	40.1	99	41.6	102	38.1	94
EMPLOYED PART-TIME	9.2	8.7	94	8.9	97	8.4	91	8.8	96	10.5	114	8.8	96
NOT EMPLOYED	50.2	50.0	100	48.9	97	51.8	103	51.0	102	47.9	95	53.0	106
PROFESSIONAL/MANAGER	12.8	9.9	77	12.4	97	9.6	75	12.0	94	14.3	111	9.8	77
TECH/CLERICAL/SALES	21.7	20.9	96	22.7	105	20.8	96	22.0	101	24.1	111	19.9	92
PRECISION/CRAFT	1.2	1.7	139	1.2	100	1.0	82	1.1	93	1.2	98	1.3	109
OTHER EMPLOYED	14.0	17.5	125	14.8	106	16.8	120	13.8	99	12.5	89	16.0	114
SINGLE	12.2	14.2	116	11.3	93	10.6	87	10.4	85	9.9	81	8.8	72
MARRIED	63.4	63.1	99	66.1	104	68.2	108	67.4	106	67.6	107	70.0	110
DIVORCED/SEPARATED/WIDOWED	24.4	22.8	93	22.6	93	21.2	87	22.3	91	22.5	92	21.3	87
PARENTS	40.2	47.9	119	46.2	115	45.9	114	44.5	110	41.8	104	47.8	119
WHITE	86.9	79.9	92	85.5	98	82.9	95	88.3	102	90.8	104	86.0	99
BLACK	10.8	18.7	172	12.7	117	15.3	141	9.8	91	7.5	69	12.3	113
OTHER	2.2	1.4	62	1.8	81	1.8	81	1.9	86	1.7	77	1.7	79
NORTHEAST-CENSUS	22.0	17.0	78	24.7	112	19.1	87	22.2	101	28.2	129	17.9	82
NORTH CENTRAL	25.6	25.7	100	24.6	96	27.4	107	28.8	112	26.1	102	27.5	107
SOUTH	34.3	40.6	118	35.1	102	39.4	115	32.1	94	22.8	67	42.7	125
WEST	18.1	16.7	92	15.7	86	14.1	78	16.9	93	22.8	126	11.9	65
NORTHEAST-MKTG.	22.2	17.2	77	24.8	112	19.4	87	22.1	100	27.7	125	17.7	80
EAST CENTRAL	14.7	14.3	97	15.8	108	17.6	120	16.4	112	15.1	103	15.3	104
WEST CENTRAL	17.4	18.0	103	15.1	87	16.9	97	19.1	110	18.0	104	19.0	109
SOUTH	29.7	35.9	121	30.4	102	33.9	114	27.8	93	18.5	62	38.3	129
PACIFIC	16.0	14.6	91	13.9	87	12.3	77	14.6	91	20.7	129	9.7	60
COUNTY SIZE A	40.1	37.9	95	39.8	99	36.4	91	38.1	95	45.0	112	33.6	84
COUNTY SIZE B	30.8	31.2	101	31.7	103	31.9	104	31.2	101	29.8	97	30.9	100
COUNTY SIZE C	16.0	17.9	112	15.6	98	16.0	100	16.7	105	15.1	94	17.8	111
COUNTY SIZE D	13.2	13.0	98	12.9	97	15.7	119	14.0	106	10.1	77	17.8	135
METRO CENTRAL CITY	30.3	31.1	103	30.6	101	28.4	94	28.6	95	29.0	96	27.0	89
METRO SUBURBAN	44.4	40.0	90	43.9	99	42.4	96	44.6	100	49.5	112	41.3	93
NON METRO	25.4	28.8	114	25.5	100	29.2	115	26.8	106	21.5	85	31.7	125
TOP 5 ADI'S	22.6	21.0	93	22.8	101	19.8	88	21.8	96	29.2	129	15.9	70
TOP 10 ADI'S	31.3	29.3	93	31.3	100	27.5	88	30.1	96	37.1	118	25.4	81
TOP 20 ADI'S	45.1	43.5	97	44.7	99	40.3	89	43.2	96	50.3	112	38.7	86
HS HLD INC. \$50,000 OR MORE	8.2	7.5	91	8.3	102	7.6	93	8.8	108	9.9	121	6.4	78
\$40,000 OR MORE	15.6	13.6	87	16.6	106	15.5	99	16.7	107	20.0	128	13.2	85
\$30,000 OR MORE	30.5	26.5	87	31.8	104	29.6	97	32.3	106	37.1	122	27.3	90
\$25,000 OR MORE	39.6	36.5	92	41.1	104	38.4	97	41.9	106	47.0	119	36.3	92
\$20,000 - \$24,999	11.3	10.8	96	11.6	102	12.1	107	11.3	100	11.2	99	12.2	108
\$15,000 - \$19,999	10.8	10.4	97	10.1	94	9.6	89	10.0	93	10.0	93	11.3	104
\$10,000 - \$14,999	15.5	17.9	116	15.5	100	17.4	112	15.6	100	13.8	89	16.9	109
UNDER \$10,000	22.8	24.3	107	21.7	95	22.6	99	21.2	93	18.1	79	23.4	103
HOUSEHOLD OF 1 PERSON	14.8	9.0	61	10.5	71	8.3	56	10.9	74	11.5	78	9.2	62
2 PEOPLE	32.8	32.1	98	29.6	90	31.0	94	30.5	93	31.8	97	28.4	87
3 OR 4 PEOPLE	37.8	41.2	109	41.2	109	40.5	107	40.2	106	40.6	107	41.1	109
5 OR MORE PEOPLE	14.6	17.7	121	18.7	128	20.2	139	18.4	126	16.1	110	21.3	146
NO CHILD IN HSHLD	57.0	47.9	84	50.4	88	50.3	88	52.4	92	55.8	98	48.7	85
CHILD(REN) UNDER 2 YRS	6.6	9.2	140	6.7	102	6.1	92	6.9	105	5.2	79	7.3	112
2 - 5 YEARS	17.6	23.3	133	19.7	112	20.0	114	18.6	106	16.2	92	20.9	119
6 - 11 YEARS	18.7	25.2	135	22.5	121	23.0	123	20.9	112	19.1	102	23.8	127
12 - 17 YEARS	20.5	22.8	111	26.1	127	26.2	128	24.2	118	24.2	118	26.2	128
RESIDENCE OWNED	69.0	66.1	96	69.8	101	71.8	104	70.9	103	73.5	107	72.3	105
VALUE: \$50,000 OR MORE	39.2	32.7	83	39.9	102	39.3	100	39.7	101	47.0	120	35.8	91
VALUE: UNDER \$50,000	29.8	33.4	112	29.9	100	32.6	109	31.2	105	26.5	89	36.6	123

RELATIVE VOLUME OF CONSUMPTION
SOUPS, MEAT, FISH, CONDIMENTS & DRESSINGS (P-21)
(FEMALE HOMEOWNERS)

	TOTAL U.S. % DOWN	SYRUP, PANCAKE & TABLE		TUNA, CANNED		TV DINNERS FROZEN COMPLETE							
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL FEMALE HOMEOWNERS	100.0	100.0	100	100.0	100	100.0	100						
18 - 24	11.5	11.0	96	11.2	98	10.8	94						
25 - 34	23.5	25.8	109	24.2	103	22.4	95						
35 - 44	18.0	21.6	120	20.5	114	19.2	107						
45 - 54	14.0	13.5	96	15.6	111	13.5	96						
55 - 64	14.4	13.9	97	14.7	103	13.4	93						
65 OR OLDER	18.6	14.3	77	13.9	75	20.7	111						
18 - 34	35.0	36.7	105	35.3	101	33.2	95						
18 - 49	59.7	64.8	109	63.4	106	59.2	99						
25 - 54	55.6	60.9	109	60.2	108	55.1	99						
35 - 49	24.7	28.1	114	28.1	114	26.0	105						
50 OR OLDER	40.3	35.2	87	36.6	91	40.8	101						
GRADUATED COLLEGE	13.8	11.9	86	14.6	106	13.4	97						
ATTENDED COLLEGE	16.9	15.3	90	19.0	113	15.9	94						
GRADUATED HIGH SCHOOL	41.8	42.9	103	43.5	104	43.7	104						
DID NOT GRADUATE HIGH SCHOOL	27.5	29.9	109	22.8	83	27.0	98						
EMPLOYED	49.8	49.4	99	53.6	108	48.6	98						
EMPLOYED FULL-TIME	40.6	39.7	98	43.7	108	40.0	99						
EMPLOYED PART-TIME	9.2	9.7	105	9.9	107	8.7	94						
NOT EMPLOYED	50.2	50.6	101	46.4	92	51.4	102						
PROFESSIONAL/MANAGER	12.8	11.3	88	13.7	107	12.9	100						
TECH/CLERICAL/SALES	21.7	20.6	95	24.4	112	21.5	99						
PRECISION/CRAFT	1.2	1.2	99	1.2	100	1.0	86						
OTHER EMPLOYED	14.0	16.4	117	14.3	102	13.2	94						
SINGLE	12.2	10.9	89	11.3	93	13.3	109						
MARRIED	63.4	65.9	104	66.8	105	56.6	89						
DIVORCED/SEPARATED/WIDOWED	24.4	23.3	95	21.8	89	30.2	124						
PARENTS	40.2	50.0	124	44.7	111	40.8	101						
WHITE	86.9	82.9	95	88.4	102	86.9	100						
BLACK	10.8	15.4	142	9.7	89	10.8	99						
OTHER	2.2	1.7	78	1.9	86	2.3	105						
NORTHEAST-CENSUS	22.0	22.9	104	26.0	118	21.1	96						
NORTH CENTRAL	25.6	26.1	102	25.5	99	28.5	111						
SOUTH	34.3	35.6	104	29.8	87	33.2	97						
WEST	18.1	15.4	85	18.7	103	17.3	95						
NORTHEAST-MKTG.	22.2	23.5	106	26.4	119	21.8	98						
EAST CENTRAL	14.7	15.7	107	14.7	100	17.6	120						
WEST CENTRAL	17.4	17.0	97	16.7	96	17.8	102						
SOUTH	29.7	30.1	101	25.7	86	27.3	92						
PACIFIC	16.0	13.7	86	16.6	103	15.4	96						
COUNTY SIZE A	40.1	40.5	101	41.4	103	42.5	106						
COUNTY SIZE B	30.8	31.3	102	31.7	103	31.4	102						
COUNTY SIZE C	16.0	15.6	98	15.1	94	14.7	92						
COUNTY SIZE D	13.2	12.6	95	11.9	90	11.4	86						
METRO CENTRAL CITY	30.3	32.3	107	28.8	95	31.5	104						
METRO SUBURBAN	44.4	42.6	96	47.7	108	44.6	101						
NON-METRO	25.4	25.1	99	23.5	93	23.8	94						
TOP 5 ADI'S	22.6	22.7	100	23.7	105	24.5	108						
TOP 10 ADI'S	31.3	31.5	100	33.3	106	33.1	106						
TOP 20 ADI'S	45.1	44.9	100	46.4	103	45.8	102						
HHLD INC. \$50,000 OR MORE	8.2	7.1	87	10.6	130	8.3	102						
\$40,000 OR MORE	15.6	14.2	91	19.6	125	15.3	98						
\$30,000 OR MORE	30.5	28.9	95	36.0	118	27.7	91						
\$25,000 OR MORE	39.6	38.1	96	45.5	115	37.4	94						
\$20,000 - \$24,999	11.3	11.6	103	11.6	103	10.7	95						
\$15,000 - \$19,999	10.8	10.1	94	10.3	96	11.1	103						
\$10,000 - \$14,999	15.5	16.7	108	14.0	90	16.9	109						
UNDER \$10,000	22.8	23.4	103	18.6	82	23.9	105						
HOUSEHOLD OF 1 PERSON	14.8	9.0	61	10.6	71	15.8	107						
2 PEOPLE	32.8	27.6	84	29.8	91	31.6	96						
3 OR 4 PEOPLE	37.8	43.3	114	41.0	109	35.7	94						
5 OR MORE PEOPLE	14.6	20.1	138	18.7	128	17.0	116						
NO CHILD IN HHLD	57.0	46.7	82	51.8	91	56.6	99						
CHILD(REN) UNDER 2 YRS	6.6	7.6	115	6.6	100	4.6	70						
2 - 5 YEARS	17.6	22.2	126	18.8	107	16.8	96						
6 - 11 YEARS	18.7	24.6	132	21.1	113	19.5	104						
12 - 17 YEARS	20.5	26.7	130	25.4	124	23.3	114						
RESIDENCE OWNED	69.0	67.4	98	71.6	104	66.5	96						
VALUE: \$50,000 OR MORE	39.2	38.1	97	44.0	112	35.9	92						
VALUE: UNDER \$50,000	29.8	29.3	98	27.6	93	30.6	103						

RELATIVE VOLUME OF CONSUMPTION
SNACKS (P-22)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	CORN/TORTILLA CHIPS, SNACKS		POPCORN PRODUCTS		POTATO CHIPS		PRETZELS		SALTINES/FLVRD SNACK/GRAHAM CRACKERS		B % DOWN	D INDEX
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX		
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100		
18 - 24	11.5	12.9	113	10.9	95	12.2	107	11.1	97	9.3	82		
25 - 34	23.5	29.2	124	28.2	120	27.9	119	26.9	114	24.3	103		
35 - 44	18.0	23.8	132	22.7	126	23.7	132	26.0	144	21.4	119		
45 - 54	14.0	13.9	99	14.0	100	14.9	106	15.1	108	14.8	106		
55 - 64	14.4	10.5	73	12.4	86	11.6	81	11.7	82	14.7	102		
65 OR OLDER	18.6	9.6	51	11.8	63	9.6	52	9.1	49	15.4	83		
18 - 34	35.0	42.2	120	39.2	112	40.1	115	38.0	109	33.6	96		
18 - 49	59.7	72.7	122	69.2	116	71.3	119	71.6	120	62.1	104		
25 - 54	55.6	66.9	120	64.9	117	66.5	120	68.1	122	60.5	109		
35 - 49	24.7	30.5	124	30.0	122	31.1	126	33.6	136	28.5	115		
50 OR OLDER	40.3	27.3	68	30.8	76	28.7	71	28.4	70	37.9	94		
GRADUATED COLLEGE	13.8	13.9	101	13.7	100	12.5	91	14.1	102	13.5	98		
ATTENDED COLLEGE	16.9	17.1	101	17.8	105	17.3	102	18.2	108	17.6	104		
GRADUATED HIGH SCHOOL	41.8	45.0	108	43.4	104	45.9	110	47.9	114	43.5	104		
DID NOT GRADUATE HIGH SCHOOL	27.5	24.1	88	25.1	91	24.4	89	19.8	72	25.4	92		
EMPLOYED	49.8	54.2	109	53.4	107	54.7	110	54.5	110	50.3	101		
EMPLOYED FULL-TIME	40.6	44.8	110	43.1	106	44.4	110	43.7	108	40.7	100		
EMPLOYED PART-TIME	9.2	9.4	102	10.4	113	10.3	112	10.8	117	9.5	104		
NOT EMPLOYED	50.2	45.8	91	46.6	93	45.3	90	45.5	91	49.7	99		
PROFESSIONAL/MANAGER	12.8	13.5	105	14.1	110	12.7	99	13.3	103	12.9	100		
TECH/CLERICAL/SALES	21.7	24.2	112	22.5	104	24.4	112	25.1	116	21.9	101		
PRECISION/CRAFT	1.2	1.2	102	1.5	120	1.8	144	1.5	122	1.2	98		
OTHER EMPLOYED	14.0	15.2	109	15.3	109	15.9	113	14.6	104	14.2	102		
SINGLE	12.2	12.0	98	11.0	90	11.3	92	10.9	90	10.2	84		
MARRIED	63.4	68.5	108	67.5	106	69.5	109	70.8	112	67.9	107		
DIVORCED/SEPARATED/WIDOWED	24.4	19.5	80	21.5	88	19.3	79	18.3	75	21.8	90		
PARENTS	40.2	55.5	138	52.3	130	53.8	134	54.3	135	47.4	118		
WHITE	86.9	85.8	99	85.4	98	85.1	98	88.5	102	87.7	101		
BLACK	10.8	12.6	116	13.2	122	13.0	120	10.3	95	10.8	100		
OTHER	2.2	1.6	74	1.4	62	1.8	83	1.2	55	1.5	68		
NORTHEAST-CENSUS	22.0	15.7	71	20.1	91	18.6	85	37.3	170	22.8	104		
NORTH CENTRAL	25.6	28.5	111	28.2	110	27.8	109	27.4	107	27.4	107		
SOUTH	34.3	38.4	112	35.8	104	38.7	113	24.8	72	33.7	98		
WEST	18.1	17.4	96	16.0	88	14.9	82	10.6	58	16.1	89		
NORTHEAST-MKTG.	22.2	16.9	76	20.1	91	18.9	85	36.8	166	22.7	102		
EAST CENTRAL	14.7	14.0	95	14.9	102	15.2	103	18.2	124	16.1	110		
WEST CENTRAL	17.4	19.5	112	18.9	109	18.2	105	16.9	97	17.8	102		
SOUTH	29.7	34.5	116	31.9	107	34.5	116	18.7	63	29.3	98		
PACIFIC	16.0	15.0	94	14.2	89	13.1	82	9.3	58	14.2	89		
COUNTY SIZE A	40.1	39.3	98	37.9	95	38.3	96	49.6	124	38.0	95		
COUNTY SIZE B	30.8	32.3	105	32.6	106	32.4	105	27.4	89	33.0	107		
COUNTY SIZE C	16.0	15.7	98	15.5	97	15.7	98	14.2	89	15.5	97		
COUNTY SIZE D	13.2	12.7	96	14.1	106	13.6	103	8.9	67	13.4	102		
METRO CENTRAL CITY	30.3	31.1	103	30.9	102	30.0	99	29.7	98	29.2	96		
METRO SUBURBAN	44.4	44.6	101	43.4	98	44.2	100	50.9	115	44.7	101		
NON METRO	25.4	24.3	96	25.7	101	25.8	102	19.4	77	26.2	103		
TOP 5 ADI'S	22.6	20.5	90	19.9	88	19.5	86	32.0	141	21.5	95		
TOP 10 ADI'S	31.3	29.2	93	28.7	92	29.8	95	39.7	127	29.7	95		
TOP 20 ADI'S	45.1	42.2	94	41.9	93	43.2	96	53.9	120	43.2	96		
HSGLD INC. \$50,000 OR MORE	8.2	9.6	118	9.0	110	9.3	114	11.8	145	9.0	111		
\$40,000 OR MORE	15.6	17.6	113	18.6	119	17.6	113	22.5	144	17.2	110		
\$30,000 OR MORE	30.5	34.3	112	34.1	112	34.6	113	39.1	128	32.9	108		
\$25,000 OR MORE	39.6	44.2	112	43.1	109	44.7	113	49.9	126	43.3	109		
\$20,000 - \$24,999	11.3	11.8	105	11.6	103	12.4	110	11.5	102	11.5	102		
\$15,000 - \$19,999	10.8	10.3	96	10.8	101	10.6	99	10.0	92	10.8	100		
\$10,000 - \$14,999	15.5	15.3	98	16.2	104	14.4	93	13.9	89	15.1	97		
UNDER \$10,000	22.8	18.4	81	18.3	80	17.9	78	14.8	65	19.4	85		
HOUSEHOLD OF 1 PERSON	14.8	7.2	49	8.2	56	6.9	47	7.4	50	9.9	67		
2 PEOPLE	32.8	25.0	76	26.9	82	25.3	77	25.9	79	29.0	88		
3 OR 4 PEOPLE	37.8	45.1	119	43.9	116	45.3	120	42.6	113	40.8	108		
5 OR MORE PEOPLE	14.6	22.7	156	21.0	144	22.5	155	24.0	165	20.3	139		
NO CHILD IN HSHLD	57.0	40.8	72	43.4	76	42.3	74	42.7	75	49.5	87		
CHILD(REN) UNDER 2 YRS	6.6	8.3	126	7.9	120	7.2	110	7.1	108	7.2	109		
2 - 5 YEARS	17.6	23.5	134	23.6	135	22.8	130	19.7	112	19.8	113		
6 - 11 YEARS	18.7	29.0	155	26.5	142	26.8	144	27.2	146	23.5	126		
12 - 17 YEARS	20.5	30.6	149	27.9	136	30.4	148	32.1	156	25.9	126		
RESIDENCE OWNED	69.0	70.2	102	70.3	102	70.1	102	71.5	104	73.6	107		
VALUE: \$50,000 OR MORE	39.2	39.9	102	39.2	100	39.2	100	44.5	114	41.8	107		
VALUE: UNDER \$50,000	29.8	30.2	101	31.0	104	30.9	104	27.0	91	31.8	107		

RELATIVE VOLUME OF CONSUMPTION
SOAPS, LAUNDRY & PAPER PRODUCTS & KITCHEN WRAPS (P-23)
(FEMALE HOMEOWNERS)

	TOTAL U.S. % DOWN	AUTOMATIC DISHWASHING DETERGENT		DISHWASHING LIQUID (NOT FOR AUTO)		LAUNDRY WASHLOADS LAST 7 DAYS		BABY CLOTHES/ DIAPER WASHLOADS LAST 7 DAYS		BLEACH- LIQUID		BLEACH- DRY	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALE HOMEOWNERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
18 - 24	11.5	6.9	60	11.0	96	10.4	91	22.1	193	9.6	83	6.7	58
25 - 34	23.5	23.5	100	23.5	100	26.1	111	43.6	185	23.0	98	24.6	105
35 - 44	18.0	27.6	153	17.7	99	23.8	132	12.8	71	22.0	122	21.8	121
45 - 54	14.0	18.0	129	14.5	104	15.5	111	7.0	50	15.8	113	17.6	125
55 - 64	14.4	14.3	100	14.5	101	12.8	89	7.3	51	14.3	100	15.3	106
65 OR OLDER	18.6	9.6	52	18.6	100	11.3	61	7.3	39	15.4	83	14.0	75
18 - 34	35.0	30.4	87	34.6	99	36.5	104	65.7	188	32.5	93	31.3	89
18 - 49	59.7	67.8	114	59.0	99	68.0	114	82.2	138	62.4	105	62.1	104
25 - 54	55.6	69.1	124	55.8	100	65.4	118	63.3	114	60.7	109	64.0	115
35 - 49	24.7	37.4	151	24.4	99	31.5	128	16.6	67	29.9	121	30.9	125
50 OR OLDER	40.3	32.2	80	41.0	102	32.0	79	17.8	44	37.6	93	37.9	94
GRADUATED COLLEGE	13.8	22.0	160	10.7	77	13.7	100	13.3	97	9.9	72	14.6	106
ATTENDED COLLEGE	16.9	21.7	128	14.6	87	18.2	108	15.1	89	14.9	88	18.1	107
GRADUATED HIGH SCHOOL	41.8	43.7	104	43.9	105	45.9	110	47.0	112	44.4	106	44.2	106
DID NOT GRADUATE HIGH SCHOOL	27.5	12.6	46	30.8	112	22.2	81	24.6	90	30.8	112	23.2	84
EMPLOYED	49.8	56.9	114	46.2	93	53.1	107	41.2	83	48.9	98	51.3	103
EMPLOYED FULL-TIME	40.6	45.8	113	37.0	91	42.7	105	33.7	83	38.6	95	41.1	101
EMPLOYED PART-TIME	7.2	11.0	120	9.1	99	10.4	112	7.5	81	10.3	111	10.2	111
NOT EMPLOYED	50.2	43.1	86	53.8	107	46.9	93	58.8	117	51.1	102	48.7	97
PROFESSIONAL/MANAGER	12.8	19.2	150	9.9	77	13.5	105	11.6	90	10.2	79	12.7	99
TECH/CLERICAL/SALES	21.7	27.4	126	19.9	92	24.0	111	16.6	76	21.2	97	22.6	104
PRECISION/CRAFT	1.2	1.0	82	1.2	101	1.3	106	0.8	68	1.0	80	1.3	107
OTHER EMPLOYED	14.0	9.2	66	15.0	107	14.3	102	12.2	87	16.6	118	14.6	104
SINGLE	12.2	7.7	63	10.5	87	9.1	75	9.6	79	8.3	68	8.2	67
MARRIED	63.4	79.6	126	66.8	105	72.5	114	71.9	113	69.0	109	73.1	115
DIVORCED/SEPARATED/WIDOWED	24.4	12.7	52	22.7	93	18.4	76	18.5	76	22.7	93	18.8	77
PARENTS	40.2	51.8	129	43.7	109	52.7	131	71.8	178	50.0	124	45.9	114
WHITE	86.9	92.7	107	87.2	100	89.5	103	84.5	97	84.9	98	89.0	102
BLACK	10.8	5.6	52	11.0	101	8.7	80	13.3	122	13.3	123	9.9	91
OTHER	2.2	1.7	76	1.8	83	1.8	81	2.3	103	1.8	79	1.1	51
NORTHEAST-CENSUS	22.0	22.1	101	23.3	106	22.0	100	22.3	102	23.9	109	29.9	136
NORTH CENTRAL	25.6	23.9	93	27.7	108	29.2	114	27.9	109	25.4	99	25.5	99
SOUTH	34.3	32.1	94	35.1	102	32.1	94	30.3	88	36.7	107	28.7	84
WEST	18.1	21.9	121	14.0	77	16.7	92	19.5	107	14.0	77	16.0	88
NORTHEAST-MKTG.	22.2	24.3	110	22.8	103	21.8	98	21.4	96	23.2	105	27.5	124
EAST CENTRAL	14.7	11.9	81	16.2	110	16.0	109	17.2	117	16.3	111	17.2	117
WEST CENTRAL	17.4	17.5	101	18.1	104	19.9	114	17.0	98	16.3	94	17.3	99
SOUTH	29.7	27.3	92	30.9	104	27.9	94	26.7	90	32.1	108	24.3	82
PACIFIC	16.0	19.0	119	12.1	75	14.4	90	17.7	111	12.0	75	13.7	86
COUNTY SIZE A	40.1	45.0	112	36.5	91	36.8	92	38.5	96	36.6	91	41.3	103
COUNTY SIZE B	30.8	31.0	101	31.5	102	32.1	104	33.6	109	31.4	102	30.0	97
COUNTY SIZE C	16.0	14.1	88	16.6	104	16.9	106	16.2	102	17.2	108	17.9	112
COUNTY SIZE D	13.2	9.9	75	15.4	116	14.2	107	11.6	88	14.9	113	10.8	82
METRO CENTRAL CITY	30.3	28.0	93	28.3	93	27.5	91	33.0	109	26.6	88	27.3	90
METRO SUBURBAN	44.4	52.3	118	43.7	99	45.9	103	41.1	93	44.0	99	48.7	110
NON METRO	25.4	19.6	77	28.0	110	26.6	105	26.0	102	29.5	116	24.0	95
TOP 5 ADI'S	22.6	24.2	107	20.6	91	19.8	88	24.5	108	19.5	86	24.9	110
TOP 10 ADI'S	31.3	36.0	115	28.5	91	28.4	91	29.5	94	28.0	89	32.8	105
TOP 20 ADI'S	45.1	48.5	108	42.2	94	41.8	93	43.9	97	40.6	90	47.1	105
HSOLD INC. \$50,000 OR MORE	8.2	18.8	230	6.7	82	9.8	119	4.9	60	8.4	103	12.0	147
\$40,000 OR MORE	15.6	32.5	208	13.1	84	18.5	118	11.1	71	14.8	95	21.2	135
\$30,000 OR MORE	30.5	55.4	182	27.2	89	36.7	120	30.3	99	28.7	94	38.3	126
\$25,000 OR MORE	39.6	66.2	167	36.4	92	47.2	119	39.9	101	38.2	97	47.4	120
\$20,000 - \$24,999	11.3	10.3	91	12.1	107	12.3	109	14.0	124	12.5	110	12.0	107
\$15,000 - \$19,999	10.8	8.3	77	10.6	98	10.0	93	10.1	94	10.4	96	10.4	96
\$10,000 - \$14,999	15.5	9.0	58	17.1	110	14.0	90	14.2	91	16.5	106	13.5	87
UNDER \$10,000	22.8	6.1	27	23.9	105	16.5	72	21.8	96	22.4	98	16.7	73
HOUSEHOLD OF 1 PERSON	14.8	6.1	41	11.4	77	7.2	49	5.7	38	8.7	59	9.3	63
2 PEOPLE	32.8	27.5	84	31.4	96	26.3	80	17.2	52	27.4	83	27.6	84
3 OR 4 PEOPLE	37.8	43.7	116	40.0	106	44.4	118	49.9	132	43.2	114	44.6	118
5 OR MORE PEOPLE	14.6	22.7	156	17.2	118	22.0	151	27.3	187	20.7	142	18.6	127
NO CHILD IN HSHLD	57.0	45.7	80	53.0	93	44.0	77	24.1	42	46.6	82	51.3	90
CHILD(REN) UNDER 2 YRS	6.6	6.2	95	7.5	113	7.9	120	33.0	503	8.0	121	8.6	131
2 - 5 YEARS	17.6	19.1	109	20.0	114	22.4	128	53.8	306	21.7	124	20.7	118
6 - 11 YEARS	18.7	24.7	132	21.1	113	24.7	132	28.0	150	24.6	132	22.4	120
12 - 17 YEARS	20.5	31.1	152	22.5	110	28.9	141	15.3	75	28.1	137	23.2	113
RESIDENCE OWNED	69.0	83.6	121	69.9	101	74.3	108	61.5	89	72.7	105	73.7	107
VALUE: \$50,000 OR MORE	39.2	65.0	166	35.9	92	43.8	112	32.8	84	38.5	98	46.4	118
VALUE: UNDER \$50,000	29.8	18.6	62	34.0	114	30.6	103	28.7	96	34.3	115	27.3	92

RELATIVE VOLUME OF CONSUMPTION
SOAPS, LAUNDRY & PAPER PRODUCTS & KITCHEN WRAPS (P-23)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	FABRIC SOFTENERS		LAUND BOOSTERS PRE-SOAKS & PRE-CLEANERS		SOAPS & DETERGENTS FOR REG. LAUNDRY		SOAPS & DETERGENTS FOR FINE FABRICS		TOILET SOAP (FACE, HANDS, BATH, SHOWER)		ALUMINUM FOIL	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
18 - 24	11.5	10.4	91	8.5	74	10.3	90	11.8	103	11.4	99	11.0	96
25 - 34	23.5	26.4	112	24.2	103	26.3	112	22.6	96	24.1	102	23.6	100
35 - 44	18.0	23.7	132	23.0	128	24.0	133	18.7	104	21.1	117	19.6	109
45 - 54	14.0	15.1	108	15.4	110	15.5	111	15.0	107	15.6	112	15.1	108
55 - 64	14.4	12.9	90	14.7	102	12.7	88	15.0	104	13.2	92	14.2	99
65 OR OLDER	18.6	11.4	61	14.2	77	11.2	60	16.9	91	14.7	79	16.6	89
18 - 34	35.0	36.8	105	32.7	93	36.6	104	34.4	98	35.4	101	34.6	99
18 - 49	59.7	68.2	114	63.4	106	68.3	114	59.9	100	64.1	107	61.7	103
25 - 54	55.6	65.2	117	62.6	113	65.8	118	56.3	101	60.8	109	58.3	105
35 - 49	24.7	31.4	127	30.7	125	31.8	129	25.5	103	28.6	116	27.1	110
50 OR OLDER	40.3	31.8	79	36.6	91	31.7	79	40.1	99	35.9	89	38.3	95
GRADUATED COLLEGE	13.8	12.8	93	13.6	99	13.7	99	12.2	89	13.3	96	12.8	93
ATTENDED COLLEGE	16.9	18.8	111	19.1	113	18.2	108	15.6	92	16.7	99	16.0	95
GRADUATED HIGH SCHOOL	41.8	46.7	112	43.8	105	45.9	110	43.5	104	42.7	102	43.3	103
DID NOT GRADUATE HIGH SCHOOL	27.5	21.7	79	23.5	86	22.3	81	28.7	104	27.3	99	27.9	101
EMPLOYED	49.8	53.6	108	52.0	104	53.0	106	49.2	99	51.5	103	49.8	100
EMPLOYED FULL-TIME	40.6	43.2	107	40.4	100	42.2	104	40.2	99	42.1	104	40.3	99
EMPLOYED PART-TIME	9.2	10.4	113	11.6	126	10.8	117	9.0	98	9.4	102	9.5	103
NOT EMPLOYED	50.2	46.4	92	48.0	96	47.0	94	50.8	101	48.5	97	50.2	100
PROFESSIONAL/MANAGER	12.8	13.1	102	12.8	99	13.2	103	11.5	89	12.6	98	11.6	90
TECH/CLERICAL/SALES	21.7	25.2	116	23.4	108	24.1	111	21.7	100	22.6	104	22.3	103
PRECISION/CRAFT	1.2	1.2	95	1.2	95	1.2	100	1.3	103	1.3	104	1.3	104
OTHER EMPLOYED	14.0	14.2	101	14.7	105	14.5	103	14.8	106	15.1	107	14.6	104
SINGLE	12.2	7.8	64	8.3	68	8.9	73	12.1	100	11.8	97	11.0	90
MARRIED	63.4	73.1	115	71.4	113	73.0	115	65.2	103	66.8	105	66.5	105
DIVORCED/SEPARATED/WIDOWED	24.4	19.1	78	20.3	83	18.1	74	22.7	93	21.4	88	22.5	92
PARENTS	40.2	52.2	130	48.6	121	53.2	132	43.2	107	46.9	116	44.1	110
WHITE	86.9	91.6	105	89.6	103	89.7	103	86.7	100	84.7	97	86.4	99
BLACK	10.8	7.1	65	9.1	84	8.5	78	11.8	109	12.9	119	11.6	107
OTHER	2.2	1.3	61	1.3	59	1.8	82	1.5	67	2.4	109	2.0	90
NORTHEAST-CENSUS	22.0	20.0	91	20.3	93	21.7	99	23.5	107	25.0	114	24.7	112
NORTH CENTRAL	25.6	31.2	122	30.2	118	29.2	114	26.9	105	25.1	98	24.5	96
SOUTH	34.3	30.5	89	29.7	87	31.9	93	33.6	98	35.0	102	35.3	103
WEST	18.1	18.3	101	19.7	109	17.2	95	16.0	88	15.0	83	15.5	86
NORTHEAST-MKTG.	22.2	19.1	86	19.7	89	21.1	95	23.3	105	25.3	114	24.6	111
EAST CENTRAL	14.7	18.0	123	17.5	120	15.8	108	15.7	107	15.5	106	14.5	99
WEST CENTRAL	17.4	20.7	119	20.1	116	20.2	116	18.1	104	16.2	93	16.6	95
SOUTH	29.7	26.7	90	25.4	85	28.1	95	29.3	98	30.0	101	30.8	103
PACIFIC	16.0	15.5	97	17.2	107	14.8	92	13.6	85	13.1	82	13.5	84
COUNTY SIZE A	40.1	36.9	92	38.4	96	36.5	91	37.9	95	40.9	102	39.6	99
COUNTY SIZE B	30.8	32.3	105	30.4	99	32.5	106	31.0	101	31.0	101	32.2	105
COUNTY SIZE C	16.0	16.9	106	17.2	108	16.9	106	16.4	103	16.0	100	15.4	96
COUNTY SIZE D	13.2	13.9	105	14.0	106	14.0	106	14.7	111	12.1	92	12.8	97
METRO CENTRAL CITY	30.3	26.1	86	26.3	87	27.1	90	29.0	96	30.2	100	30.7	101
METRO SUBURBAN	44.4	47.2	106	47.2	106	46.3	104	44.4	100	45.0	101	43.9	99
NON METRO	25.4	26.6	105	26.5	105	26.6	105	26.7	105	24.8	98	25.4	100
TOP 5 ADI'S	22.6	19.5	86	20.9	92	19.7	87	21.2	94	23.2	102	22.7	100
TOP 10 ADI'S	31.3	27.5	88	28.8	92	28.1	90	29.6	94	31.6	101	30.8	98
TOP 20 ADI'S	45.1	41.8	93	43.3	96	41.6	92	43.1	96	45.0	100	43.9	97
HSGLD INC. \$50,000 OR MORE	8.2	9.3	114	10.3	126	9.8	120	8.5	105	8.7	107	8.8	107
\$40,000 OR MORE	15.6	18.3	117	19.1	122	18.6	119	15.7	100	17.2	110	16.5	106
\$30,000 OR MORE	30.5	36.6	120	36.7	120	36.6	120	30.2	99	33.1	109	32.2	106
\$25,000 OR MORE	39.6	47.6	120	48.3	122	47.1	119	39.4	100	42.5	107	41.5	105
\$20,000 - \$24,999	11.3	12.5	111	11.8	104	12.3	109	12.1	107	11.0	97	11.4	101
\$15,000 - \$19,999	10.8	10.6	99	9.2	85	10.3	96	9.8	91	10.4	97	11.0	102
\$10,000 - \$14,999	15.5	14.6	94	13.4	86	13.8	89	17.1	110	15.1	98	15.6	101
UNDER \$10,000	22.8	14.7	64	17.4	76	16.6	73	21.6	95	20.9	92	20.5	90
HOUSEHOLD OF 1 PERSON	14.8	7.8	53	8.0	54	7.5	51	11.9	80	10.3	70	10.8	73
2 PEOPLE	32.8	27.0	82	28.8	88	25.8	79	29.9	91	28.1	86	30.3	92
3 OR 4 PEOPLE	37.8	45.4	120	44.5	118	45.3	120	41.2	109	42.0	111	41.6	110
5 OR MORE PEOPLE	14.6	19.8	136	18.7	129	21.4	147	17.0	117	19.6	134	17.3	118
NO CHILD IN HSHLD	57.0	44.8	79	48.5	85	43.6	76	53.8	94	49.6	87	52.5	92
CHILD(REN) UNDER 2 YRS	6.6	8.3	127	6.9	105	7.9	121	7.6	116	7.4	112	6.5	99
2 - 5 YEARS	17.6	21.7	123	19.9	113	22.4	128	17.9	102	20.0	114	19.1	109
6 - 11 YEARS	18.7	24.9	134	21.6	116	24.9	134	20.7	111	22.3	119	20.8	111
12 - 17 YEARS	20.5	27.4	134	27.0	131	29.2	143	23.0	112	25.8	126	23.7	116
RESIDENCE OWNED	69.0	75.4	109	75.3	109	74.3	108	69.1	100	69.3	100	70.1	102
VALUE: \$50,000 OR MORE	39.2	44.1	113	45.0	115	43.7	111	37.9	97	39.1	100	39.2	100
VALUE: UNDER \$50,000	29.8	31.3	105	30.3	102	30.6	103	31.2	105	30.2	101	31.0	104

RELATIVE VOLUME OF CONSUMPTION
SOAPS, LAUNDRY & PAPER PRODUCTS & KITCHEN WRAPS (P-23)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	FACIAL TISSUES		PAPER TOWELS		RE-USABLE "CLOTH" TOWELS		PLASTIC GARBAGE BAGS		PLASTIC TRASH CAN LINERS		B % DOWN	D INDEX
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX		
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100		
18 - 24	11.5	9.1	79	10.4	91	11.2	97	11.8	103	8.0	70		
25 - 34	23.5	20.8	88	22.2	94	18.1	77	27.1	115	22.6	96		
35 - 44	18.0	20.4	113	20.4	113	17.1	95	19.4	107	21.6	120		
45 - 54	14.0	15.9	113	16.5	118	18.5	132	15.3	109	16.6	118		
55 - 64	14.4	16.3	113	15.0	104	15.6	108	13.3	92	14.8	103		
65 OR OLDER	18.6	17.6	94	15.5	83	19.5	105	13.2	71	16.6	89		
18 - 34	35.0	29.9	85	32.6	93	29.2	84	38.9	111	30.5	87		
18 - 49	59.7	57.5	96	60.9	102	55.6	93	65.1	109	59.8	100		
25 - 54	55.6	57.1	103	59.2	106	53.7	97	61.8	111	60.7	109		
35 - 49	24.7	27.6	112	28.3	115	26.4	107	26.2	106	29.3	119		
50 OR OLDER	40.3	42.5	106	39.1	97	44.4	110	34.9	86	40.2	100		
GRADUATED COLLEGE	13.8	15.1	110	13.4	97	12.4	90	14.2	103	15.1	109		
ATTENDED COLLEGE	16.9	17.4	103	16.6	98	14.3	85	17.2	102	17.6	104		
GRADUATED HIGH SCHOOL	41.8	42.8	102	43.4	104	43.8	105	44.2	106	44.6	106		
DID NOT GRADUATE HIGH SCHOOL	27.5	24.6	89	26.5	96	29.4	107	24.4	89	22.7	83		
EMPLOYED	49.8	50.0	101	50.8	102	46.6	94	53.3	107	51.8	104		
EMPLOYED FULL-TIME	40.6	40.3	99	41.4	102	38.9	96	44.4	110	41.9	103		
EMPLOYED PART-TIME	9.2	9.7	106	9.4	102	7.7	84	8.8	96	9.9	108		
NOT EMPLOYED	50.2	50.0	100	49.2	98	53.4	106	46.7	93	48.2	96		
PROFESSIONAL/MANAGER	12.8	13.5	105	12.5	97	11.8	92	13.3	104	14.9	116		
TECH/CLERICAL/SALES	21.7	23.0	106	22.3	103	17.9	83	23.4	108	23.8	110		
PRECISION/CRAFT	1.2	1.1	90	1.2	97	1.0	80	1.4	114	1.3	104		
OTHER EMPLOYED	14.0	12.4	89	14.9	106	15.9	114	15.1	108	11.9	85		
SINGLE	12.2	11.8	97	10.7	88	15.1	124	10.7	88	10.0	82		
MARRIED	63.4	65.7	104	68.1	107	59.0	93	67.9	107	68.4	108		
DIVORCED/SEPARATED/WIDOWED	24.4	22.5	92	21.2	87	25.9	106	21.4	88	21.6	89		
PARENTS	40.2	41.0	102	43.6	108	35.9	89	45.4	113	45.5	113		
WHITE	86.9	87.4	101	87.0	100	85.0	98	87.3	100	89.6	103		
BLACK	10.8	10.2	94	10.9	101	13.7	127	10.8	100	8.7	80		
OTHER	2.2	2.4	107	2.1	96	1.3	57	1.8	83	1.7	76		
NORTHEAST-CENSUS	22.0	28.3	129	25.3	115	27.3	124	21.9	100	27.3	124		
NORTH CENTRAL	25.6	27.3	107	23.9	93	24.6	96	28.1	110	27.3	107		
SOUTH	34.3	28.7	84	35.0	102	32.7	95	36.4	106	28.9	84		
WEST	18.1	15.7	87	15.7	87	15.5	85	13.6	75	16.5	91		
NORTHEAST-MKTG.	22.2	27.5	124	24.9	112	27.1	122	22.3	100	26.9	121		
EAST CENTRAL	14.7	15.1	103	14.9	102	15.0	102	15.3	104	17.9	122		
WEST CENTRAL	17.4	18.6	107	15.5	89	16.5	95	19.4	111	17.2	99		
SOUTH	29.7	25.2	85	31.0	104	27.7	93	31.7	106	24.0	81		
PACIFIC	16.0	13.6	85	13.7	85	13.7	85	11.4	71	14.0	88		
COUNTY SIZE A	40.1	43.2	108	40.4	101	47.4	118	38.7	97	41.5	104		
COUNTY SIZE B	30.8	30.7	100	31.5	103	30.0	98	32.3	105	34.1	111		
COUNTY SIZE C	16.0	14.9	93	16.1	101	12.0	75	16.0	100	14.4	90		
COUNTY SIZE D	13.2	11.2	85	11.9	90	10.6	80	13.0	98	10.1	76		
METRO CENTRAL CITY	30.3	31.0	102	29.5	97	33.8	112	28.8	95	29.2	96		
METRO SUBURBAN	44.4	46.8	106	46.2	104	43.6	98	45.2	102	50.3	113		
NON METRO	25.4	22.2	88	24.3	96	22.6	89	26.1	103	20.5	81		
TOP 5 ADI'S	22.6	26.0	115	23.0	102	26.7	118	20.9	92	23.0	102		
TOP 10 ADI'S	31.3	34.8	111	31.3	100	35.3	113	29.5	94	32.0	102		
TOP 20 ADI'S	45.1	47.3	105	44.5	99	49.6	110	42.6	95	46.6	103		
HSOLD INC. \$50,000 OR MORE	8.2	10.6	130	9.6	117	10.7	132	8.7	107	10.9	133		
\$40,000 OR MORE	15.6	19.2	123	17.9	114	17.1	109	17.1	109	19.7	126		
\$30,000 OR MORE	30.5	35.5	116	34.2	112	30.8	101	33.1	109	37.1	121		
\$25,000 OR MORE	39.6	44.9	113	44.2	112	39.8	101	43.2	109	48.1	122		
\$20,000 - \$24,999	11.3	11.3	100	11.7	104	9.5	84	11.6	103	10.0	89		
\$15,000 - \$19,999	10.8	10.6	98	10.0	93	10.6	98	10.2	95	9.9	92		
\$10,000 - \$14,999	15.5	14.9	96	15.7	101	17.8	115	16.1	104	15.1	98		
UNDER \$10,000	22.8	18.4	80	18.4	81	22.3	98	18.9	83	16.8	74		
HOUSEHOLD OF 1 PERSON	14.8	12.2	82	10.2	69	13.7	92	9.8	66	10.4	70		
2 PEOPLE	32.8	30.8	94	30.3	92	33.8	103	31.9	97	29.0	88		
3 OR 4 PEOPLE	37.8	40.4	107	42.5	112	37.6	99	41.5	110	43.2	114		
5 OR MORE PEOPLE	14.6	16.7	114	17.0	117	14.9	102	16.8	115	17.5	120		
NO CHILD IN HSHLD	57.0	55.8	98	52.6	92	61.7	108	51.3	90	51.0	90		
CHILD(REN) UNDER 2 YRS	6.6	5.5	83	5.7	87	4.7	71	7.7	118	6.3	96		
2 - 5 YEARS	17.6	16.6	95	18.7	106	17.1	97	20.7	118	19.1	109		
6 - 11 YEARS	18.7	19.2	103	21.0	112	18.2	97	21.0	112	20.4	109		
12 - 17 YEARS	20.5	24.0	117	24.5	120	20.0	98	23.0	112	25.5	124		
RESIDENCE OWNED	69.0	73.2	106	73.2	106	66.7	97	68.9	100	77.1	112		
VALUE: \$50,000 OR MORE	39.2	44.8	114	41.4	106	38.3	98	37.5	96	47.1	120		
VALUE: UNDER \$50,000	29.8	28.4	95	31.8	107	28.4	95	31.4	105	30.1	101		

RELATIVE VOLUME OF CONSUMPTION
SOAPS, LAUNDRY & PAPER PRODUCTS & KITCHEN WRAPS (P-23)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	PLASTIC FREEZER BAGS		PLASTIC SANDWICH BAGS		PLASTIC FOOD BAGS		PLASTIC-TYPE KITCHEN WRAP		TOILET PAPER			
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100		
18 - 24	11.5	7.5	66	11.2	97	8.3	72	9.8	86	11.1	97		
25 - 34	23.5	20.1	85	25.5	108	19.2	81	20.4	87	24.3	103		
35 - 44	18.0	17.0	95	22.1	123	17.5	97	18.6	103	20.9	116		
45 - 54	14.0	18.0	128	16.2	116	18.7	133	16.9	121	15.5	110		
55 - 64	14.4	16.6	116	12.7	89	17.2	120	15.2	106	13.4	93		
65 OR OLDER	18.6	20.7	111	12.3	66	19.3	104	19.1	103	14.8	80		
18 - 34	35.0	27.6	79	36.6	105	27.4	78	30.2	86	35.5	101		
18 - 49	59.7	53.6	90	66.2	111	53.4	89	56.7	95	64.0	107		
25 - 54	55.6	55.1	99	63.8	115	55.3	99	55.9	101	60.7	109		
35 - 49	24.7	25.9	105	25.6	120	25.9	105	26.5	107	28.6	116		
50 OR OLDER	40.3	46.4	115	33.8	84	46.6	116	43.3	107	36.0	89		
GRADUATED COLLEGE	13.8	11.1	81	13.9	101	14.5	106	13.1	95	13.2	96		
ATTENDED COLLEGE	16.9	14.0	83	17.9	106	17.6	104	15.9	94	17.8	105		
GRADUATED HIGH SCHOOL	41.8	43.9	105	45.1	108	44.8	107	44.0	105	43.4	104		
DID NOT GRADUATE HIGH SCHOOL	27.5	31.0	113	23.1	84	23.1	84	27.0	98	25.6	93		
EMPLOYED	49.8	44.4	89	54.5	109	48.6	98	49.8	100	50.8	102		
EMPLOYED FULL-TIME	40.6	36.2	89	44.4	110	39.9	98	40.5	100	40.7	100		
EMPLOYED PART-TIME	9.2	8.2	89	10.1	109	8.7	95	9.2	100	10.0	109		
NOT EMPLOYED	50.2	55.6	111	45.5	91	51.4	102	50.2	100	49.2	98		
PROFESSIONAL/MANAGER	12.8	10.8	84	13.9	108	13.5	105	12.1	94	12.3	96		
TECH/CLERICAL/SALES	21.7	18.1	83	23.4	108	20.8	96	22.0	102	22.9	105		
PRECISION/CRAFT	1.2	0.8	66	1.4	112	1.1	90	1.2	102	1.2	96		
OTHER EMPLOYED	14.0	14.7	105	15.8	113	13.2	95	14.5	103	14.4	103		
SINGLE	12.2	9.7	80	11.7	96	11.1	91	11.6	95	10.7	88		
MARRIED	63.4	67.1	106	68.8	108	67.1	106	65.8	104	68.4	108		
DIVORCED/SEPARATED/WIDOWED	24.4	23.2	95	19.6	80	21.9	90	22.6	93	20.9	86		
PARENTS	40.2	38.4	95	48.0	119	37.4	93	39.5	98	46.5	116		
WHITE	86.9	83.8	96	87.6	101	85.9	99	87.3	100	87.8	101		
BLACK	10.8	15.0	138	10.6	97	11.9	110	10.8	99	10.2	94		
OTHER	2.2	1.2	54	1.8	84	2.2	98	1.9	87	2.0	91		
NORTHEAST-CENSUS	22.0	18.5	84	23.5	107	27.5	125	25.9	118	22.3	102		
NORTH CENTRAL	25.6	25.4	99	28.1	110	27.5	107	24.9	97	27.0	105		
SOUTH	34.3	41.9	122	30.7	89	31.5	92	33.4	97	33.2	97		
WEST	18.1	14.1	78	17.8	98	13.5	75	15.8	87	17.4	96		
NORTHEAST-MKTG.	22.2	19.6	88	24.2	109	27.3	123	25.6	115	22.1	100		
EAST CENTRAL	14.7	15.2	103	15.4	105	16.2	110	14.8	101	15.6	106		
WEST CENTRAL	17.4	16.1	92	18.7	107	18.0	104	17.2	99	17.9	103		
SOUTH	29.7	36.6	123	26.1	88	26.6	90	28.8	97	29.2	98		
PACIFIC	16.0	12.6	79	15.6	97	11.9	74	13.7	85	15.3	95		
COUNTY SIZE A	40.1	33.3	83	40.7	102	41.4	103	39.3	98	39.1	98		
COUNTY SIZE B	30.8	33.0	107	33.4	109	33.1	107	31.9	104	32.0	104		
COUNTY SIZE C	16.0	15.6	98	14.5	91	14.3	90	16.2	102	16.1	101		
COUNTY SIZE D	13.2	18.1	137	11.4	86	11.3	85	12.5	95	12.8	97		
METRO CENTRAL CITY	30.3	26.5	88	29.5	97	31.6	104	30.2	100	29.0	96		
METRO SUBURBAN	44.4	43.5	98	47.5	107	46.4	105	44.2	100	45.8	103		
NON METRO	25.4	30.0	118	23.1	91	22.0	87	25.6	101	25.2	99		
TOP 5 ADI'S	22.6	17.2	76	23.7	104	24.8	109	22.6	100	21.9	97		
TOP 10 ADI'S	31.3	24.3	78	32.4	103	33.2	106	30.7	98	30.1	96		
TOP 20 ADI'S	45.1	37.5	83	45.3	101	45.8	102	43.9	97	43.7	97		
HSHLD INC. \$50,000 OR MORE	8.2	7.2	88	9.8	121	11.3	138	9.5	116	9.1	112		
\$40,000 OR MORE	15.6	13.9	89	19.1	122	20.3	130	18.0	115	17.4	111		
\$30,000 OR MORE	30.5	29.8	89	36.3	119	35.7	117	33.4	109	33.4	110		
\$25,000 OR MORE	39.6	38.1	96	46.6	118	45.7	115	42.8	108	43.2	109		
\$20,000 - \$24,999	11.3	9.8	87	11.7	103	12.2	108	11.5	102	11.1	99		
\$15,000 - \$19,999	10.8	10.5	98	11.6	107	10.0	93	10.8	100	10.5	97		
\$10,000 - \$14,999	15.5	16.7	108	14.8	95	13.5	87	15.1	97	15.5	100		
UNDER \$10,000	22.8	24.9	109	15.4	68	18.5	81	19.9	87	19.7	86		
HOUSEHOLD OF 1 PERSON	14.8	11.3	76	9.4	64	13.0	88	12.2	82	10.3	70		
2 PEOPLE	32.8	34.7	106	27.2	83	33.3	102	32.7	100	29.3	89		
3 OR 4 PEOPLE	37.8	37.1	98	43.8	116	38.6	102	40.1	106	42.0	111		
5 OR MORE PEOPLE	14.6	17.0	117	19.5	134	15.0	103	15.0	103	18.4	126		
NO CHILD IN HSHLD	57.0	57.3	100	48.1	84	59.1	104	57.4	101	50.2	88		
CHILD(REN) UNDER 2 YRS	6.6	6.0	91	6.6	100	4.7	71	5.5	83	7.2	109		
2 - 5 YEARS	17.6	17.2	98	20.5	117	16.1	92	15.7	89	19.9	113		
6 - 11 YEARS	18.7	19.4	104	24.5	131	18.6	100	19.1	102	22.0	118		
12 - 17 YEARS	20.5	21.8	106	26.9	131	21.9	107	22.6	110	25.0	122		
RESIDENCE OWNED	69.0	74.2	108	71.8	104	76.1	110	72.6	105	70.8	103		
VALUE: \$50,000 OR MORE	39.2	39.3	100	43.1	110	45.7	117	42.2	108	40.4	103		
VALUE: UNDER \$50,000	29.8	35.0	117	28.7	96	30.5	102	30.4	102	30.4	102		

RELATIVE VOLUME OF CONSUMPTION
HOUSEHOLD CLEANERS & ROOM DEODORIZERS (P-24)
(FEMALE HOME MAKERS)

	TOTAL U.S. % DOWN	AIR FRESHENER SPRAYS & ROOM DEODORIZERS		DRAIN CLEANERS		FLOOR WAX & POLISH		FURNITURE POLISH		HOUSEHOLD CLEANERS		INSECTICIDES	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALE HOME MAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
18 - 24	11.5	11.0	96	8.5	74	10.9	95	11.1	97	11.5	101	9.0	79
25 - 34	23.5	23.3	99	22.4	95	26.2	111	24.4	103	24.7	105	23.6	100
35 - 44	18.0	19.0	106	19.5	108	18.1	100	19.8	110	19.0	106	20.1	111
45 - 54	14.0	14.9	106	16.3	117	15.3	109	15.8	113	14.3	102	13.8	98
55 - 64	14.4	14.6	102	14.6	102	14.1	98	13.3	93	14.0	97	15.0	104
65 OR OLDER	18.6	17.2	92	18.7	100	15.4	83	15.6	84	16.5	89	18.6	100
18 - 34	35.0	34.3	98	30.9	88	37.1	106	35.5	101	36.2	103	32.6	93
18 - 49	59.7	59.8	100	57.6	97	63.2	106	63.3	106	62.7	105	59.8	100
25 - 54	55.6	57.2	103	58.2	105	59.6	107	60.0	108	58.0	104	57.5	103
35 - 49	24.7	25.5	103	26.7	108	26.1	106	27.8	113	26.6	108	27.2	110
50 OR OLDER	40.3	40.2	100	42.4	105	36.8	91	36.7	91	37.3	92	40.2	100
GRADUATED COLLEGE	13.8	11.8	86	13.2	96	13.8	100	12.1	88	12.2	88	12.6	91
ATTENDED COLLEGE	16.9	16.0	95	15.7	93	15.9	94	16.5	97	16.0	94	15.1	89
GRADUATED HIGH SCHOOL	41.8	44.0	105	42.9	102	43.4	104	44.1	105	44.4	106	42.9	103
DID NOT GRADUATE HIGH SCHOOL	27.5	28.2	103	28.3	103	27.0	98	27.4	99	27.5	100	29.4	107
EMPLOYED	49.8	50.5	101	51.9	104	50.6	102	50.9	102	50.0	101	48.0	96
EMPLOYED FULL-TIME	40.6	41.6	103	43.9	108	41.4	102	41.8	103	41.1	101	39.4	97
EMPLOYED PART-TIME	9.2	8.9	96	8.0	87	9.2	100	9.2	99	9.0	97	8.6	94
NOT EMPLOYED	50.2	49.5	99	48.1	96	49.4	98	49.1	98	50.0	99	52.0	104
PROFESSIONAL/MANAGER	12.8	11.0	86	13.4	104	12.9	100	12.0	94	11.6	91	11.5	90
TECH/CLERICAL/SALES	21.7	22.9	105	21.7	100	22.9	106	22.7	105	22.0	101	19.9	92
PRECISION/CRAFT	1.2	1.2	100	1.1	94	0.8	65	1.1	87	1.3	104	1.5	126
OTHER EMPLOYED	14.0	15.4	110	15.7	112	14.0	100	15.1	108	15.1	108	15.0	107
SINGLE	12.2	11.5	95	12.3	101	12.6	104	10.8	88	11.2	92	11.1	91
MARRIED	63.4	64.8	102	63.0	99	65.2	103	66.9	106	66.0	104	64.0	101
DIVORCED/SEPARATED/WIDOWED	24.4	23.7	97	24.7	101	22.2	91	22.3	91	22.9	94	24.9	102
PARENTS	40.2	41.3	103	39.3	98	45.3	113	46.2	115	45.6	113	44.3	110
WHITE	86.9	85.0	98	85.2	98	83.2	96	86.5	99	85.5	98	83.6	96
BLACK	10.8	12.7	117	12.7	117	15.4	142	11.9	110	12.5	115	14.2	131
OTHER	2.2	2.3	104	2.2	97	1.4	63	1.6	74	2.0	91	2.1	97
NORTHEAST-CENSUS	22.0	22.1	101	23.2	106	25.4	115	24.4	111	25.9	118	18.7	85
NORTH CENTRAL	25.6	25.7	100	28.1	110	25.9	101	25.9	101	23.4	91	22.5	88
SOUTH	34.3	36.1	105	32.3	94	33.5	98	34.2	100	35.2	103	42.0	123
WEST	18.1	16.1	89	16.3	90	15.2	84	15.6	86	15.5	86	16.8	92
NORTHEAST-MKTG.	22.2	22.0	99	21.7	98	25.0	113	24.7	111	26.0	117	19.1	86
EAST CENTRAL	14.7	13.8	94	17.2	117	15.3	104	15.5	105	14.4	98	12.6	86
WEST CENTRAL	17.4	17.6	101	18.4	106	17.1	98	17.1	98	15.0	86	15.3	88
SOUTH	29.7	32.3	109	28.1	94	28.9	97	29.0	97	30.7	103	37.8	127
PACIFIC	16.0	14.3	89	14.7	92	13.7	86	13.7	86	13.9	87	15.3	95
COUNTY SIZE A	40.1	39.3	98	39.8	99	39.7	99	38.7	97	39.8	99	38.3	96
COUNTY SIZE B	30.8	31.5	102	30.8	100	32.4	105	32.3	105	32.3	105	29.3	95
COUNTY SIZE C	16.0	15.5	97	16.3	102	14.9	94	15.5	97	16.1	101	17.2	108
COUNTY SIZE D	13.2	13.7	104	13.2	100	12.9	98	13.5	102	11.7	89	15.2	115
METRO CENTRAL CITY	30.3	28.5	94	30.3	100	29.0	96	29.2	96	30.2	100	29.9	99
METRO SUBURBAN	44.4	45.2	102	43.9	99	45.4	102	45.2	102	45.2	102	41.0	92
NON METRO	25.4	26.3	104	25.8	102	25.6	101	25.6	101	24.6	97	29.2	115
TOP 5 ADI'S	22.6	22.5	99	24.6	108	23.8	105	23.9	106	23.6	104	20.9	92
TOP 10 ADI'S	31.3	30.1	96	31.4	100	31.4	100	31.6	101	31.4	100	27.6	88
TOP 20 ADI'S	45.1	43.8	97	45.1	100	43.9	97	44.1	98	44.3	98	42.0	93
HSHLD INC. \$50,000 OR MORE	8.2	8.8	108	8.0	98	8.2	100	9.0	110	8.0	98	7.9	96
\$40,000 OR MORE	15.6	15.9	102	15.6	100	15.9	102	16.5	105	15.7	101	14.3	92
\$30,000 OR MORE	30.5	30.3	99	30.3	99	30.8	101	31.4	103	31.2	102	27.9	92
\$25,000 OR MORE	39.6	39.2	99	39.1	99	40.2	101	41.0	104	40.7	103	37.5	95
\$20,000 - \$24,999	11.3	11.1	98	11.6	103	11.9	105	12.1	107	11.1	98	10.1	89
\$15,000 - \$19,999	10.8	10.7	99	10.7	99	10.7	99	10.6	98	10.7	100	10.5	97
\$10,000 - \$14,999	15.5	17.9	115	16.7	108	16.2	104	16.7	108	16.4	106	16.6	107
UNDER \$10,000	22.8	21.2	93	21.9	96	21.1	92	19.6	86	21.1	92	25.3	111
HOUSEHOLD OF 1 PERSON	14.8	11.9	80	12.8	86	10.6	71	10.7	72	11.0	74	11.8	79
2 PEOPLE	32.8	32.1	98	32.8	100	30.9	94	29.3	89	29.8	91	31.6	96
3 OR 4 PEOPLE	37.8	40.5	107	40.2	106	41.9	111	43.1	114	41.2	109	38.1	101
5 OR MORE PEOPLE	14.6	15.5	106	14.3	98	16.6	114	16.9	116	18.0	124	18.6	127
NO CHILD IN HSHLD	57.0	55.3	97	57.2	100	50.9	89	50.4	88	51.3	90	52.0	91
CHILD(REN) UNDER 2 YRS	6.6	5.9	90	5.2	79	6.9	104	6.6	100	6.8	103	6.4	98
2 - 5 YEARS	17.6	18.1	103	16.7	95	21.3	121	19.1	109	20.5	117	19.2	109
6 - 11 YEARS	18.7	19.9	106	18.6	100	23.0	123	22.1	118	22.3	119	22.8	122
12 - 17 YEARS	20.5	21.5	105	21.8	107	23.5	115	25.0	122	23.5	115	25.2	123
RESIDENCE OWNED	69.0	69.2	100	71.1	103	70.5	102	70.9	103	69.1	100	69.4	101
VALUE: \$50,000 OR MORE	39.2	36.9	94	38.4	98	40.6	103	39.3	100	38.8	99	37.5	96
VALUE: UNDER \$50,000	29.8	32.3	109	32.7	110	29.9	100	31.6	106	30.3	102	31.8	107

RELATIVE VOLUME OF CONSUMPTION
HOUSEHOLD CLEANERS & ROOM DEODORIZERS (P-24)
(FEMALE HOMEOWNERS)

	TOTAL U.S. % DOWN	OVEN CLEANERS		RUG CLEANERS & SHAMPOOS		RUG DEODORIZERS & FRESHENERS		SCOURING PADS SCOURING SPONGES		SCOURING POWDER		B % DOWN	D INDEX
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX		
TOTAL FEMALE HOMEOWNERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100		
18 - 24	11.5	11.0	96	9.0	78	11.2	98	9.7	85	10.9	95		
25 - 34	23.5	23.7	101	23.3	99	25.3	107	21.4	91	24.3	103		
35 - 44	18.0	19.4	107	17.8	99	18.6	103	20.1	111	19.1	106		
45 - 54	14.0	15.9	113	16.0	114	15.7	112	15.8	113	14.8	106		
55 - 64	14.4	13.9	96	15.7	109	14.1	98	15.5	108	14.4	100		
65 OR OLDER	18.6	16.2	87	18.2	98	15.1	81	17.4	94	16.4	88		
18 - 34	35.0	34.7	99	32.3	92	36.5	104	31.2	89	35.2	101		
18 - 49	59.7	61.8	104	58.8	99	62.0	104	58.3	98	60.9	102		
25 - 54	55.6	58.9	106	57.1	103	59.6	107	57.3	103	58.3	105		
35 - 49	24.7	27.1	110	26.5	107	25.6	104	27.2	110	25.7	104		
50 OR OLDER	40.3	38.2	95	41.2	102	38.0	94	41.7	103	39.1	97		
GRADUATED COLLEGE	13.8	12.0	87	12.1	88	10.2	74	11.8	86	11.6	84		
ATTENDED COLLEGE	16.9	15.1	90	16.6	99	16.4	97	15.4	91	15.2	90		
GRADUATED HIGH SCHOOL	41.8	43.5	104	42.6	102	44.3	106	44.1	105	43.1	103		
DID NOT GRADUATE HIGH SCHOOL	27.5	29.4	107	28.7	104	29.2	106	28.8	105	30.1	109		
EMPLOYED	49.8	48.8	98	48.5	97	50.3	101	48.5	98	48.1	97		
EMPLOYED FULL-TIME	40.6	40.1	99	40.4	100	42.0	104	39.3	97	38.7	95		
EMPLOYED PART-TIME	9.2	8.7	95	8.1	88	8.3	90	9.2	100	9.3	101		
NOT EMPLOYED	50.2	51.2	102	51.5	103	49.7	99	51.5	102	51.9	103		
PROFESSIONAL/MANAGER	12.8	11.3	88	11.4	89	10.1	79	11.3	88	11.0	86		
TECH/CLERICAL/SALES	21.7	21.2	97	21.3	98	22.9	106	21.4	99	21.3	98		
PRECISION/CRAFT	1.2	1.2	103	1.1	88	1.4	119	1.2	99	1.0	85		
OTHER EMPLOYED	14.0	15.1	108	14.7	105	15.8	113	14.6	104	14.7	105		
SINGLE	12.2	12.5	102	10.0	82	11.1	91	10.7	88	10.9	90		
MARRIED	63.4	63.0	99	66.4	105	64.5	102	66.4	105	66.7	105		
DIVORCED/SEPARATED/WIDOWED	24.4	24.6	101	23.6	97	24.4	100	22.9	94	22.4	92		
PARENTS	40.2	43.4	108	42.3	105	44.0	109	43.1	107	45.8	114		
WHITE	86.9	83.5	96	84.1	97	83.1	96	87.5	101	85.8	99		
BLACK	10.8	14.2	131	13.9	129	15.4	143	10.7	99	12.6	116		
OTHER	2.2	2.3	102	2.0	89	1.4	64	1.8	81	1.6	72		
NORTHEAST-CENSUS	22.0	24.8	113	22.8	104	20.7	94	31.2	142	24.2	110		
NORTH CENTRAL	25.6	23.3	91	22.9	90	24.1	94	24.0	94	24.8	97		
SOUTH	34.3	35.8	104	37.3	109	39.1	114	30.8	90	34.9	102		
WEST	18.1	16.1	89	17.0	94	16.2	89	14.0	77	16.1	89		
NORTHEAST-MKTG.	22.2	24.7	111	22.8	103	20.7	93	31.2	141	24.1	109		
EAST CENTRAL	14.7	14.3	98	16.0	109	15.4	105	15.2	104	14.8	101		
WEST CENTRAL	17.4	15.1	87	14.6	84	15.1	87	15.2	87	16.2	93		
SOUTH	29.7	31.6	106	32.1	108	34.2	115	26.0	88	30.6	103		
PACIFIC	16.0	14.2	89	14.5	90	14.6	91	12.4	77	14.3	89		
COUNTY SIZE A	40.1	40.3	101	37.7	94	38.1	95	43.0	107	41.1	103		
COUNTY SIZE B	30.8	31.3	102	30.5	99	31.9	104	30.6	99	32.0	104		
COUNTY SIZE C	16.0	14.9	93	17.3	108	16.5	103	15.3	96	14.8	93		
COUNTY SIZE D	13.2	13.4	101	14.5	110	13.5	102	11.1	84	12.1	92		
METRO CENTRAL CITY	30.3	31.7	105	28.6	95	28.5	94	30.0	99	31.5	104		
METRO SUBURBAN	44.4	43.1	97	43.6	98	44.5	100	46.6	105	44.9	101		
NON METRO	25.4	25.3	100	27.8	110	27.0	107	23.4	92	23.7	93		
TOP 5 ADI'S	22.6	24.7	109	20.0	88	21.0	93	26.6	117	23.3	103		
TOP 10 ADI'S	31.3	32.2	103	28.7	92	29.4	94	35.1	112	31.7	101		
TOP 20 ADI'S	45.1	44.0	98	41.8	93	42.9	95	47.8	106	45.0	100		
HSOLD INC. \$50,000 OR MORE	8.2	7.9	96	7.3	90	7.5	92	8.9	109	8.0	98		
\$40,000 OR MORE	15.6	16.0	102	14.6	93	13.2	84	17.0	109	15.0	96		
\$30,000 OR MORE	30.5	30.4	100	28.5	94	28.1	92	31.5	103	30.1	99		
\$25,000 OR MORE	39.6	39.8	101	37.6	95	38.1	96	41.3	104	39.6	100		
\$20,000 - \$24,999	11.3	10.6	93	11.7	103	10.0	89	10.9	97	10.8	95		
\$15,000 - \$19,999	10.8	9.8	91	12.3	114	11.5	107	10.6	98	10.2	94		
\$10,000 - \$14,999	15.5	16.4	106	16.8	108	18.7	121	15.9	103	16.8	108		
UNDER \$10,000	22.8	23.4	103	21.6	95	21.6	95	21.2	93	22.7	100		
HOUSEHOLD OF 1 PERSON	14.8	11.9	81	11.2	76	10.7	72	11.7	79	11.0	74		
2 PEOPLE	32.8	30.4	92	31.2	95	31.0	94	30.9	94	29.2	89		
3 OR 4 PEOPLE	37.8	40.5	107	41.1	109	41.3	109	40.2	106	40.9	108		
5 OR MORE PEOPLE	14.6	17.2	118	16.4	113	17.0	117	17.2	118	19.0	131		
NO CHILD IN HSOLD	57.0	53.1	93	54.7	96	52.8	93	53.8	94	50.4	88		
CHILD(REN) UNDER 2 YRS	6.6	6.4	97	5.8	88	6.7	102	6.4	98	7.1	109		
2 - 5 YEARS	17.6	18.7	106	17.8	101	18.5	105	18.5	105	21.2	121		
6 - 11 YEARS	18.7	21.3	114	19.3	103	21.1	113	21.1	113	22.9	122		
12 - 17 YEARS	20.5	23.8	116	23.1	113	22.8	111	23.8	116	24.5	119		
RESIDENCE OWNED	69.0	66.3	96	72.7	105	67.2	97	70.2	102	68.5	99		
VALUE: \$50,000 OR MORE	39.2	36.8	94	38.4	98	35.4	90	40.2	103	37.7	96		
VALUE: UNDER \$50,000	29.8	29.6	99	34.3	115	31.8	107	29.9	100	30.7	103		

RELATIVE VOLUME OF CONSUMPTION
HOUSEHOLD CLEANERS & ROOM DEODORIZERS (P-24)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	TOILET BOWL CLEANERS, (IN-BOWL)		TOILET BOWL CLEANERS, IN-TANK		TOILET BOWL FRESHENERS (IN-BOWL)		WINDOW & GLASS CLEANERS							
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100						
18 - 24	11.5	8.8	77	9.8	86	8.9	77	9.9	86						
25 - 34	23.5	22.4	95	22.7	96	22.2	94	24.2	103						
35 - 44	18.0	18.9	105	20.6	114	19.6	109	21.0	116						
45 - 54	14.0	15.0	107	15.5	111	14.2	101	15.6	112						
55 - 64	14.4	15.1	105	14.4	101	14.7	102	13.8	96						
65 OR OLDER	18.6	19.8	106	17.0	91	20.6	111	15.4	83						
18 - 34	35.0	31.2	89	32.5	93	31.0	89	34.1	97						
18 - 49	59.7	57.4	96	60.0	101	57.6	96	62.7	105						
25 - 54	55.6	56.3	101	58.8	106	55.9	101	60.8	109						
35 - 49	24.7	26.2	106	27.5	112	26.6	108	28.6	116						
50 OR OLDER	40.3	42.6	106	40.0	99	42.4	105	37.3	93						
GRADUATED COLLEGE	13.8	11.9	86	12.5	91	9.0	65	12.8	93						
ATTENDED COLLEGE	16.9	15.8	94	14.4	85	9.8	58	17.4	103						
GRADUATED HIGH SCHOOL	41.8	42.3	101	44.5	106	40.9	98	43.8	105						
DID NOT GRADUATE HIGH SCHOOL	27.5	30.0	109	28.5	104	40.3	147	26.0	94						
EMPLOYED	49.8	46.4	93	47.3	95	42.4	85	51.6	104						
EMPLOYED FULL-TIME	40.6	37.9	93	39.1	96	35.5	87	41.9	103						
EMPLOYED PART-TIME	9.2	8.5	92	8.3	90	7.0	76	9.7	105						
NOT EMPLOYED	50.2	53.6	107	52.7	105	57.6	115	48.4	96						
PROFESSIONAL/MANAGER	12.8	11.0	86	11.9	93	7.5	58	13.2	103						
TECH/CLERICAL/SALES	21.7	19.6	90	19.6	90	15.8	73	23.1	107						
PRECISION/CRAFT	1.2	1.3	109	1.1	89	1.3	105	1.0	84						
OTHER EMPLOYED	14.0	14.4	103	14.7	105	17.9	128	14.2	101						
SINGLE	12.2	11.8	97	10.4	85	11.0	90	10.2	84						
MARRIED	63.4	63.5	100	66.4	105	60.8	96	68.4	108						
DIVORCED/SEPARATED/WIDOWED	24.4	24.7	101	23.2	95	28.2	116	21.3	87						
PARENTS	40.2	40.3	100	42.8	106	41.4	103	45.2	112						
WHITE	86.9	82.5	95	83.6	96	75.1	86	87.9	101						
BLACK	10.8	15.5	143	14.4	133	23.1	213	10.4	96						
OTHER	2.2	2.0	91	2.0	88	1.8	83	1.7	77						
NORTHEAST-CENSUS	22.0	21.6	98	22.7	104	22.5	103	25.4	116						
NORTH CENTRAL	25.6	29.8	116	26.4	103	20.5	80	26.6	104						
SOUTH	34.3	34.7	101	35.6	104	45.3	132	31.8	93						
WEST	18.1	13.9	77	15.4	85	11.6	64	16.1	89						
NORTHEAST-MKTG.	22.2	21.6	98	23.3	105	23.0	104	25.5	115						
EAST CENTRAL	14.7	17.7	121	14.4	98	14.2	97	14.7	101						
WEST CENTRAL	17.4	19.3	111	17.5	101	11.9	68	18.0	104						
SOUTH	29.7	29.5	99	31.3	105	40.6	137	27.6	93						
PACIFIC	16.0	11.9	74	13.5	84	10.3	64	14.1	88						
COUNTY SIZE A	40.1	39.4	98	41.5	104	37.4	93	40.2	100						
COUNTY SIZE B	30.8	30.0	98	29.8	97	30.9	100	31.8	103						
COUNTY SIZE C	16.0	15.6	97	15.4	96	15.6	97	15.8	99						
COUNTY SIZE D	13.2	15.0	114	13.3	101	16.1	122	12.3	93						
METRO CENTRAL CITY	30.3	27.7	91	30.0	99	32.2	107	28.5	94						
METRO SUBURBAN	44.4	44.1	99	44.8	101	37.9	85	47.2	106						
NON METRO	25.4	28.2	111	25.2	99	29.9	118	24.3	96						
TOP 5 ADI'S	22.6	22.3	99	25.2	111	22.3	99	24.0	106						
TOP 10 ADI'S	31.3	30.1	96	32.5	104	30.0	96	31.9	102						
TOP 20 ADI'S	45.1	44.2	98	45.3	101	41.5	92	44.6	99						
HSHLD INC. \$50,000 OR MORE	8.2	7.4	91	9.1	111	5.8	71	10.0	122						
\$40,000 OR MORE	15.6	14.2	91	16.2	104	11.2	72	18.8	120						
\$30,000 OR MORE	30.5	28.5	94	31.6	104	23.9	78	34.6	114						
\$25,000 OR MORE	39.6	37.4	94	40.9	103	31.0	78	44.7	113						
\$20,000 - \$24,999	11.3	10.6	94	10.7	94	8.6	76	11.3	100						
\$15,000 - \$19,999	10.8	9.3	86	9.5	88	10.3	95	9.9	92						
\$10,000 - \$14,999	15.5	17.0	110	16.9	109	17.9	115	15.8	102						
UNDER \$10,000	22.8	25.7	113	22.0	97	32.3	142	18.3	80						
HOUSEHOLD OF 1 PERSON	14.8	13.1	89	12.1	82	12.5	85	10.4	71						
2 PEOPLE	32.8	31.6	96	32.0	98	32.2	98	29.9	91						
3 OR 4 PEOPLE	37.8	39.8	105	40.0	106	38.7	102	41.7	110						
5 OR MORE PEOPLE	14.6	15.5	106	15.9	109	16.6	114	17.9	123						
NO CHILD IN HSHLD	57.0	56.1	98	53.8	94	54.1	95	51.7	91						
CHILD(REN) UNDER 2 YRS	6.6	6.7	101	6.2	94	5.9	90	6.0	92						
2 - 5 YEARS	17.6	17.1	97	18.5	106	20.6	117	18.4	105						
6 - 11 YEARS	18.7	20.2	108	20.9	112	22.5	120	22.5	120						
12 - 17 YEARS	20.5	21.5	105	22.8	111	22.4	109	24.8	121						
RESIDENCE OWNED	69.0	70.1	102	71.6	104	67.4	98	72.3	105						
VALUE: \$50,000 OR MORE	39.2	38.0	97	39.5	101	31.7	81	42.4	108						
VALUE: UNDER \$50,000	29.8	32.1	108	32.1	108	35.7	120	29.9	100						

RELATIVE VOLUME OF CONSUMPTION
BABY CARE & SPECIALTY PRODUCTS (P-29)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	BABY CEREAL		BABY FOOD		BABY OIL & BABY LOTION		BABY POWDER		BABY SHAMPOO	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
18 - 24	11.5	25.6	223	22.8	199	18.4	160	16.0	139	17.1	149
25 - 34	23.5	43.1	183	43.1	183	36.2	154	31.9	135	40.3	171
35 - 44	18.0	19.1	106	15.8	88	18.3	101	19.3	107	17.8	99
45 - 54	14.0	6.5	46	8.0	57	10.6	76	13.5	96	9.7	70
55 - 64	14.4	4.0	28	4.9	34	7.7	54	9.6	67	6.1	43
65 OR OLDER	18.6	1.6	8	5.5	29	8.8	47	9.8	53	8.9	48
18 - 34	35.0	68.7	196	65.8	188	54.6	156	47.8	137	57.4	164
18 - 49	59.7	92.2	155	86.4	145	78.1	131	73.7	124	80.2	134
25 - 54	55.6	68.8	124	66.9	120	65.1	117	64.6	116	67.9	122
35 - 49	24.7	23.5	95	20.5	83	23.5	95	25.9	105	22.8	92
50 OR OLDER	40.3	7.8	19	13.6	34	21.9	54	26.3	65	19.8	49
GRADUATED COLLEGE	13.8	9.1	66	9.5	69	13.7	100	13.3	97	15.6	113
ATTENDED COLLEGE	16.9	12.0	71	11.3	67	17.9	106	18.4	109	15.6	92
GRADUATED HIGH SCHOOL	41.8	56.4	135	51.0	122	44.4	106	44.1	105	45.8	109
DID NOT GRADUATE HIGH SCHOOL	27.5	22.5	82	28.2	103	23.9	87	24.2	88	23.1	84
EMPLOYED	49.8	34.5	69	34.9	70	46.6	94	49.3	99	42.5	85
EMPLOYED FULL-TIME	40.6	28.0	69	28.9	71	38.0	94	40.3	99	33.8	83
EMPLOYED PART-TIME	9.2	6.5	71	6.0	66	8.6	94	9.0	98	8.8	95
NOT EMPLOYED	50.2	65.5	130	65.1	130	53.4	106	50.7	101	57.5	114
PROFESSIONAL/MANAGER	12.8	7.1	55	6.9	54	11.3	88	12.4	96	12.4	97
TECH/CLERICAL/SALES	21.7	10.6	49	14.1	65	21.2	98	21.2	98	15.7	72
PRECISION/CRAFT	1.2	0.7	54	0.6	48	0.7	61	1.2	97	1.6	135
OTHER EMPLOYED	14.0	16.1	115	13.3	95	13.4	95	14.6	104	12.8	91
SINGLE	12.2	6.4	53	8.7	72	11.6	95	11.2	92	9.0	74
MARRIED	63.4	69.6	110	71.6	113	69.1	109	70.7	112	73.5	116
DIVORCED/SEPARATED/WIDOWED	24.4	23.9	98	19.7	81	19.3	79	18.0	74	17.5	72
PARENTS	40.2	89.0	221	79.4	197	61.0	152	59.4	148	71.5	178
WHITE	86.9	85.2	98	81.9	94	83.1	96	86.3	99	88.1	101
BLACK	10.8	12.3	114	16.4	152	14.8	137	11.8	109	9.1	84
OTHER	2.2	2.5	112	1.7	77	2.1	95	1.8	83	2.8	126
NORTHEAST-CENSUS	22.0	19.6	89	19.0	87	19.8	90	27.1	123	23.3	106
NORTH CENTRAL	25.6	24.6	96	22.5	88	26.2	102	24.0	94	26.4	103
SOUTH	34.3	35.4	103	37.6	110	35.7	104	34.9	102	33.5	98
WEST	18.1	20.4	113	20.9	115	18.3	101	14.0	77	16.8	93
NORTHEAST-MKTG.	22.2	19.6	88	22.5	102	18.8	85	27.6	125	23.4	105
EAST CENTRAL	14.7	13.7	93	13.6	93	15.1	103	14.5	99	14.8	101
WEST CENTRAL	17.4	15.4	88	15.2	87	17.3	99	15.7	90	17.4	100
SOUTH	29.7	33.4	112	30.3	102	32.9	111	30.0	101	30.3	102
PACIFIC	16.0	17.9	112	18.4	115	16.0	100	12.3	77	14.2	88
COUNTY SIZE A	40.1	40.8	102	40.9	102	36.8	92	37.2	93	41.6	104
COUNTY SIZE B	30.8	33.3	108	30.8	100	32.4	105	33.8	110	30.2	98
COUNTY SIZE C	16.0	19.3	121	17.1	107	17.3	109	17.7	111	15.8	99
COUNTY SIZE D	13.2	6.6	50	11.2	85	13.4	101	11.3	86	12.4	94
METRO CENTRAL CITY	30.3	32.6	108	29.8	98	32.3	107	29.2	97	30.0	99
METRO SUBURBAN	44.4	46.5	105	45.3	102	40.0	90	45.1	102	45.0	101
NON METRO	25.4	20.9	82	25.0	98	27.8	109	25.7	101	25.1	99
TOP 5 ADI'S	22.6	22.3	98	24.1	106	21.4	95	22.0	97	24.1	107
TOP 10 ADI'S	31.3	33.0	105	32.1	102	28.6	91	29.7	95	31.8	101
TOP 20 ADI'S	45.1	41.5	92	43.0	96	41.2	91	42.2	94	46.2	103
HSHLD INC. \$50,000 OR MORE	8.2	8.1	99	4.3	52	7.0	86	7.9	97	9.4	115
\$40,000 OR MORE	15.6	11.4	73	9.7	62	12.6	80	15.2	97	16.6	106
\$30,000 OR MORE	30.5	23.6	77	20.2	66	28.0	92	29.1	96	32.1	105
\$25,000 OR MORE	39.6	33.8	85	30.8	78	37.1	94	38.5	97	42.0	106
\$20,000 - \$24,999	11.3	17.4	154	17.8	158	12.0	106	13.0	115	11.8	104
\$15,000 - \$19,999	10.8	14.5	134	9.6	89	11.4	106	12.1	113	10.9	101
\$10,000 - \$14,999	15.5	12.0	77	16.8	108	15.6	101	16.6	107	15.6	101
UNDER \$10,000	22.8	22.4	98	25.0	110	23.9	105	19.9	87	19.7	86
HOUSEHOLD OF 1 PERSON	14.8	2.0	14	3.6	25	7.1	48	6.8	46	4.5	30
2 PEOPLE	32.8	9.3	28	13.4	41	23.5	72	23.0	70	16.7	51
3 OR 4 PEOPLE	37.8	44.1	117	47.6	126	43.5	115	47.4	125	50.1	133
5 OR MORE PEOPLE	14.6	44.5	306	35.4	243	25.9	177	22.9	157	28.7	197
NO CHILD IN HSHLD	57.0	9.1	16	17.4	30	35.4	62	36.7	64	23.9	42
CHILD(REN) UNDER 2 YRS	6.6	59.4	904	50.8	773	18.0	273	15.7	239	24.1	366
2 - 5 YEARS	17.6	57.9	330	50.0	285	35.8	204	33.1	188	48.6	277
6 - 11 YEARS	18.7	29.2	157	29.1	156	27.8	149	25.8	138	32.3	173
12 - 17 YEARS	20.5	29.4	144	22.1	108	24.5	119	25.2	123	22.2	108
RESIDENCE OWNED	69.0	57.7	84	54.7	79	60.6	88	65.5	95	65.2	94
VALUE: \$50,000 OR MORE	39.2	33.5	86	29.9	76	29.8	76	34.6	88	36.4	93
VALUE: UNDER \$50,000	29.8	24.2	81	24.7	83	30.8	103	30.9	104	28.8	96

RELATIVE VOLUME OF CONSUMPTION
BABY CARE & SPECIALTY PRODUCTS (P-29)
(FEMALE HOMEMAKERS)

	TOTAL U.S. % DOWN	COTTON SMABS		CLOTH DIAPERS		DISPOSABLE DIAPERS		PAIN RELIEVERS FEVER REDUCERS CHLDS NON-PRES		PRE-MOISTENED CLEANSING WIPES FOR BABY		VITAMINS FOR CHILDREN (NON-PRES.)	
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
TOTAL FEMALE HOMEMAKERS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
18 - 24	11.5	13.1	114	20.7	181	21.7	190	18.6	163	17.5	153	15.3	134
25 - 34	23.5	29.5	125	52.2	222	44.7	190	46.8	199	48.0	204	46.0	195
35 - 44	18.0	22.2	123	13.0	72	13.5	75	24.5	136	16.6	92	25.4	141
45 - 54	14.0	14.7	105	5.9	42	10.7	76	5.8	41	5.9	42	9.1	65
55 - 64	14.4	11.3	79	5.0	35	5.7	40	2.7	18	5.3	37	2.3	16
65 OR OLDER	18.6	9.2	49	3.2	17	3.7	20	1.7	9	6.7	36	1.9	10
18 - 34	35.0	42.6	122	72.9	208	66.4	190	65.4	187	65.5	187	61.3	175
18 - 49	59.7	71.8	120	89.4	150	85.4	143	93.5	157	85.3	143	92.2	154
25 - 54	55.6	66.4	119	71.1	128	68.8	124	77.0	139	70.5	127	80.5	145
35 - 49	24.7	29.2	118	16.5	67	19.0	77	28.2	114	19.8	80	30.9	125
50 OR OLDER	40.3	28.2	70	10.6	26	14.6	36	6.5	16	14.7	36	7.8	19
GRADUATED COLLEGE	13.8	15.6	114	14.8	107	15.2	110	13.8	100	18.9	137	13.6	99
ATTENDED COLLEGE	16.9	19.5	115	14.9	88	13.4	80	15.4	91	18.8	111	17.7	105
GRADUATED HIGH SCHOOL	41.8	44.9	107	49.8	119	47.6	114	43.5	104	47.8	114	45.4	108
DID NOT GRADUATE HIGH SCHOOL	27.5	20.0	73	20.5	75	23.7	86	27.3	99	14.5	53	23.3	85
EMPLOYED	49.8	54.7	110	39.6	79	41.1	83	42.5	85	39.5	79	47.6	96
EMPLOYED FULL-TIME	40.6	44.7	110	29.8	74	31.2	77	34.2	84	29.3	72	36.6	90
EMPLOYED PART-TIME	9.2	10.0	109	9.7	106	10.0	108	8.3	90	10.3	112	11.0	120
NOT EMPLOYED	50.2	45.3	90	60.4	120	58.9	117	57.5	114	60.5	120	52.4	104
PROFESSIONAL/MANAGER	12.8	15.1	118	9.4	73	10.2	80	12.6	98	11.7	91	11.1	87
TECH/CLERICAL/SALES	21.7	25.3	117	15.6	72	18.3	84	12.9	60	16.2	75	19.3	89
PRECISION/CRAFT	1.2	1.3	104	**0.6	48	0.9	74	1.1	86	1.2	97	1.2	99
OTHER EMPLOYED	14.0	13.0	93	14.0	100	11.7	83	15.9	113	10.5	75	15.9	114
SINGLE	12.2	11.3	93	4.1	34	6.0	49	8.8	72	5.1	42	6.2	51
MARRIED	63.4	69.2	109	85.6	135	77.3	122	74.8	118	82.1	129	77.0	121
DIVORCED/SEPARATED/WIDOWED	24.4	19.5	80	10.3	42	16.7	69	16.4	67	12.7	52	16.8	69
PARENTS	40.2	51.6	128	84.0	209	79.8	198	93.2	232	78.2	194	93.7	233
WHITE	86.9	90.1	104	86.9	100	84.8	98	80.9	93	90.3	104	84.0	97
BLACK	10.8	7.6	70	10.5	97	12.8	118	14.7	136	8.0	73	14.2	131
OTHER	2.2	2.3	105	2.5	114	2.4	109	4.4	199	1.8	80	1.8	81
NORTHEAST-CENSUS	22.0	25.4	116	15.2	69	21.7	99	18.3	83	19.6	89	19.8	90
NORTH CENTRAL	25.6	25.5	100	28.6	112	26.8	105	28.6	112	30.7	120	27.2	106
SOUTH	34.3	29.0	85	32.1	94	35.0	102	37.7	110	28.1	82	33.0	96
WEST	18.1	20.0	110	24.1	133	16.5	91	15.4	85	21.6	119	20.0	111
NORTHEAST-MKTG.	22.2	25.0	113	15.1	68	21.7	98	17.9	81	18.6	84	20.3	92
EAST CENTRAL	14.7	15.1	103	13.9	95	13.6	93	13.7	93	15.2	103	13.3	90
WEST CENTRAL	17.4	16.8	97	20.7	119	19.1	110	19.3	111	21.8	125	18.3	105
SOUTH	29.7	25.5	86	29.1	98	31.3	105	35.3	119	25.5	86	30.4	102
PACIFIC	16.0	17.7	110	21.1	132	14.3	89	13.8	86	18.8	118	17.7	111
COUNTY SIZE A	40.1	41.1	103	35.4	88	38.7	97	33.6	84	38.8	97	37.6	94
COUNTY SIZE B	30.8	31.6	103	33.2	108	32.7	106	39.3	128	33.3	108	33.3	108
COUNTY SIZE C	16.0	16.4	103	15.6	98	17.4	109	17.6	110	15.1	95	15.3	96
COUNTY SIZE D	13.2	10.9	83	15.8	120	11.2	85	9.5	72	12.8	97	13.8	105
METRO CENTRAL CITY	30.3	29.3	97	31.7	105	27.8	92	32.0	106	28.3	93	28.8	95
METRO SUBURBAN	44.4	48.5	109	38.0	86	47.1	106	44.8	101	48.9	110	46.2	104
NON METRO	25.4	22.2	87	30.3	119	25.1	99	23.2	91	22.8	90	24.9	98
TOP 5 ADI'S	22.6	24.9	110	21.5	95	22.1	98	19.1	84	23.2	102	24.2	107
TOP 10 ADI'S	31.3	32.6	104	26.8	86	29.1	93	26.4	84	30.2	96	31.9	102
TOP 20 ADI'S	45.1	46.2	103	37.0	82	42.0	93	37.8	84	42.5	94	44.4	99
HSHLD INC. \$50,000 OR MORE	8.2	10.2	125	4.3	53	6.8	84	7.2	88	6.2	76	7.6	94
\$40,000 OR MORE	15.6	19.4	124	9.8	63	12.3	79	12.3	79	15.0	96	15.7	100
\$30,000 OR MORE	30.5	36.7	120	25.5	84	28.0	92	26.7	88	32.7	107	34.5	113
\$25,000 OR MORE	39.6	47.0	119	36.5	92	37.7	95	35.5	90	45.4	115	43.8	111
\$20,000 - \$24,999	11.3	12.4	109	14.7	130	14.8	131	15.5	137	13.8	122	11.6	103
\$15,000 - \$19,999	10.8	10.2	95	11.8	109	12.2	114	11.3	105	10.8	100	11.7	108
\$10,000 - \$14,999	15.5	15.1	97	16.8	108	13.6	87	17.3	112	13.6	88	13.7	88
UNDER \$10,000	22.8	15.3	67	20.3	89	21.7	95	20.3	89	16.5	72	19.2	84
HOUSEHOLD OF 1 PERSON	14.8	8.2	55	3.1	21	1.9	13	**0.0	0	3.5	24	**0.0	0
2 PEOPLE	32.8	27.0	82	9.5	29	12.2	37	2.8	9	12.5	38	3.7	11
3 OR 4 PEOPLE	37.8	44.5	118	56.8	150	52.2	138	59.5	157	51.4	136	57.5	152
5 OR MORE PEOPLE	14.6	20.3	139	30.6	210	33.7	231	37.7	258	32.6	224	38.8	266
NO CHILD IN HSHLD	57.0	45.2	79	12.5	22	14.2	25	**0.0	0	17.2	30	**0.0	0
CHILD(REN) UNDER 2 YRS	6.6	8.9	135	45.4	690	38.5	585	26.2	398	39.9	607	18.3	279
2 - 5 YEARS	17.6	22.1	126	62.7	357	58.9	336	65.1	371	56.5	322	54.9	313
6 - 11 YEARS	18.7	23.0	123	27.4	147	31.1	167	48.5	260	28.8	155	53.6	287
12 - 17 YEARS	20.5	27.4	134	12.8	63	18.3	89	31.5	154	17.6	86	36.0	175
RESIDENCE OWNED	69.0	69.1	100	63.3	92	62.4	90	59.5	86	68.7	100	62.7	91
VALUE: \$50,000 OR MORE	39.2	42.5	109	33.4	85	35.1	90	32.9	84	40.2	103	36.1	92
VALUE: UNDER \$50,000	29.8	26.5	89	29.9	100	27.3	92	26.5	89	28.4	95	26.5	89

HOUSEHOLDS

RELATIVE VOLUME OF CONSUMPTION
TIRES (P-2)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	TIRES FOR PASSENGER CARS		TIRES FOR TRUCKS & VANS									
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100								
NORTHEAST - CENSUS	21.3	19.2	90	10.5	49								
NORTH CENTRAL	25.7	23.5	92	26.7	104								
SOUTH	33.9	36.0	106	38.5	114								
WEST	19.1	21.3	112	24.2	127								
NORTHEAST - MKTG.	22.5	21.1	94	10.2	45								
EAST CENTRAL	14.7	13.8	94	15.6	106								
WEST CENTRAL	17.3	16.1	93	19.0	110								
SOUTH	29.7	31.4	106	36.5	123								
PACIFIC	15.8	17.5	111	18.6	118								
COUNTY SIZE A	40.9	38.8	95	28.2	69								
COUNTY SIZE B	29.8	31.2	105	31.6	106								
COUNTY SIZE C	15.2	16.7	110	20.3	133								
COUNTY SIZE D	14.1	13.3	94	19.9	141								
METRO CENTRAL CITY	32.1	27.9	87	21.9	68								
METRO SUBURBAN	43.7	48.0	110	44.5	102								
NON-METRO	24.2	24.1	99	33.6	139								
TOP 5 ADI'S	23.2	21.4	93	13.3	58								
TOP 10 ADI'S	31.9	29.8	93	21.0	66								
TOP 20 ADI'S	45.6	44.1	97	35.5	78								
HSOLD INC. \$50,000 OR MORE	8.0	10.8	134	10.9	135								
\$40,000 OR MORE	15.7	20.5	131	21.3	136								
\$30,000 OR MORE	29.6	37.3	126	39.8	134								
\$25,000 OR MORE	38.9	47.9	123	52.8	136								
\$20,000 - \$24,999	10.6	11.6	109	12.8	120								
\$15,000 - \$19,999	10.8	11.2	104	8.9	83								
\$10,000 - \$14,999	16.4	15.4	94	14.9	90								
UNDER \$10,000	23.2	13.9	60	10.6	46								
RESIDENCE RENTED	34.7	28.7	83	21.3	61								
RESIDENCE OWNED	65.3	71.3	109	78.7	121								
VALUE: \$80,000 OR MORE	17.5	21.0	120	20.7	118								
VALUE: \$50,000 - \$79,999	19.9	22.7	114	24.3	122								
VALUE: \$40,000 - \$49,999	7.4	8.0	109	8.8	120								
VALUE: \$20,000 - \$39,999	14.9	14.5	98	18.6	125								
VALUE: UNDER \$20,000	5.6	5.1	92	6.4	114								
AT PRESENT ADDRESS UNDER 1YR	17.0	16.4	96	15.2	89								
1 - 4 YEARS	24.9	25.0	100	22.9	92								
5 - 10 YEARS	23.0	24.0	105	26.5	115								
11 YEARS OR MORE	34.3	33.6	98	34.1	99								
HOUSEHOLD OF 1 PERSON	22.7	14.1	62	7.4	33								
2 PEOPLE	31.7	31.8	101	29.0	92								
3 OR 4 PEOPLE	33.5	39.6	118	44.0	131								
5 OR MORE PEOPLE	12.1	14.4	119	19.6	162								
NO CHILD IN HOUSEHOLD	60.6	54.8	90	47.4	78								
CHILD(REN) 5 YEARS & UNDER	17.9	18.1	101	21.5	120								
6 - 11 YEARS	17.4	19.7	114	23.9	137								
12 - 17 YEARS	19.1	24.4	128	28.6	149								
HEAD OF HSHLD AGE 18 - 24	6.6	5.7	86	5.6	84								
25 - 34	22.7	23.1	102	24.8	110								
35 - 44	19.2	23.6	122	26.5	138								
45 - 54	14.9	18.3	123	19.5	131								
55 - 64	15.6	15.6	100	15.4	99								
65 OR OLDER	21.0	13.8	65	8.2	39								
18 - 34	29.3	28.8	98	30.4	104								
18 - 49	55.9	62.2	111	66.8	119								
25 - 54	56.8	64.9	114	70.9	125								
35 - 49	26.6	33.3	125	36.4	137								
50 OR OLDER	44.1	37.8	86	33.2	75								
HEAD OF HSHLD PROFESSIONAL	9.4	10.5	112	6.7	72								
MANAGER/ADMINISTRATOR	9.4	12.2	129	10.8	114								
TECH/CLERICAL/SALES	16.3	18.5	114	14.0	86								
PRECISION/CRAFT	11.4	13.0	114	20.5	180								
OTHER EMPLOYED	20.9	23.6	113	31.3	150								
NOT EMPLOYED	32.6	22.2	68	16.7	51								
HEAD OF HSHLD GRADUATED													
COLLEGE	20.1	22.8	114	14.3	71								
ATTENDED COLLEGE	15.8	18.0	114	18.2	115								
GRADUATED HIGH SCHOOL	34.6	36.6	106	42.7	124								
DID NOT GRADUATE HIGH SCHOOL	29.5	22.5	76	24.8	84								

RELATIVE VOLUME OF CONSUMPTION
COFFEE, TEA, MILK, SOFT DRINKS & JUICES (P-18)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	CAFFEINATED INST. & FREEZE DRIED COFFEE		DECAFF. INST. & FREEZE DRIED COFFEE		GROUND COFFEE CAFFEINATED OR DECAFFEINATED		GROUND COFFEE CAFFEINATED REGULAR		GROUND COFFEE DECAFFEINATED			
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100		
NORTHEAST - CENSUS	21.3	26.7	125	27.7	130	19.0	89	18.5	87	18.6	87		
NORTH CENTRAL	25.7	25.1	98	26.3	102	28.9	112	29.1	113	27.0	105		
SOUTH	33.9	31.8	94	29.2	86	31.5	93	32.3	95	29.2	86		
WEST	19.1	16.3	86	16.8	88	20.7	108	20.1	105	25.2	132		
NORTHEAST - MKTG.	22.5	26.8	119	27.2	121	19.3	86	18.5	82	20.3	90		
EAST CENTRAL	14.7	16.8	114	15.7	107	15.2	104	15.1	103	14.1	96		
WEST CENTRAL	17.3	14.8	85	17.1	98	21.2	122	21.7	125	20.3	117		
SOUTH	29.7	27.8	94	26.0	88	28.5	96	29.6	100	25.8	87		
PACIFIC	15.8	13.9	88	14.1	89	15.7	100	15.1	95	19.5	124		
COUNTY SIZE A	40.9	41.1	101	40.0	98	38.9	95	38.4	94	40.3	99		
COUNTY SIZE B	29.8	28.9	97	29.8	100	30.0	101	30.0	101	29.0	97		
COUNTY SIZE C	15.2	17.0	112	16.7	110	16.2	107	16.4	108	16.7	110		
COUNTY SIZE D	14.1	12.9	91	13.5	95	14.9	105	15.2	108	14.0	99		
METRO CENTRAL CITY	32.1	31.9	99	31.8	99	29.6	92	28.8	90	31.5	98		
METRO SUBURBAN	43.7	43.3	99	42.8	98	45.2	103	45.2	103	45.2	103		
NON-METRO	24.2	24.8	102	25.4	105	25.2	104	26.0	107	23.3	96		
TOP 5 ADI'S	23.2	24.4	106	25.1	109	19.9	86	19.1	82	22.8	99		
TOP 10 ADI'S	31.9	32.6	102	32.2	101	29.0	91	28.4	89	31.1	97		
TOP 20 ADI'S	45.6	46.1	101	44.4	97	43.5	95	43.1	95	44.2	97		
HSGLD INC. \$50,000 OR MORE	8.0	6.9	86	7.1	88	10.2	127	9.6	120	11.4	141		
\$40,000 OR MORE	15.7	13.4	85	13.5	86	18.7	119	18.0	115	19.7	126		
\$30,000 OR MORE	29.6	26.2	88	26.2	89	34.9	118	33.9	114	36.5	123		
\$25,000 OR MORE	38.9	34.8	90	35.9	92	44.7	115	43.6	112	46.7	120		
\$20,000 - \$24,999	10.6	10.6	100	9.9	93	11.2	105	11.3	106	11.3	106		
\$15,000 - \$19,999	10.8	11.6	107	11.0	102	10.1	94	10.4	97	9.6	89		
\$10,000 - \$14,999	16.4	17.6	107	16.8	102	15.3	93	15.7	95	13.8	84		
UNDER \$10,000	23.2	25.4	109	26.4	114	18.7	81	19.0	82	18.5	80		
RESIDENCE RENTED	34.7	36.2	104	31.7	91	27.0	78	27.4	79	26.0	75		
RESIDENCE OWNED	65.3	63.8	98	68.3	105	73.0	112	72.6	111	74.0	113		
VALUE: \$80,000 OR MORE	17.5	15.6	89	17.0	97	20.4	116	19.6	112	23.6	135		
VALUE: \$50,000 - \$79,999	19.9	18.9	95	20.0	100	23.1	116	22.8	115	23.1	116		
VALUE: \$40,000 - \$49,999	7.4	7.9	108	8.7	118	8.5	115	8.6	116	7.7	104		
VALUE: \$20,000 - \$39,999	14.9	15.5	104	16.7	112	15.8	106	16.2	109	14.7	99		
VALUE: UNDER \$20,000	5.6	5.9	106	6.0	107	5.2	93	5.4	97	4.9	88		
AT PRESENT ADDRESS UNDER 1YR	17.0	14.9	87	13.0	76	14.4	84	14.8	87	12.9	76		
1 - 4 YEARS	24.9	25.1	101	21.3	85	22.8	92	22.9	92	23.0	92		
5 - 10 YEARS	23.0	21.7	94	22.8	99	23.8	104	24.0	104	23.4	102		
11 YEARS OR MORE	34.3	37.6	110	42.2	123	38.3	112	37.7	110	39.8	116		
HOUSEHOLD OF 1 PERSON	22.7	20.4	90	20.7	91	15.8	69	16.1	71	15.5	68		
2 PEOPLE	31.7	32.0	101	34.9	110	33.3	105	32.4	102	33.4	106		
3 OR 4 PEOPLE	33.5	33.7	101	31.5	94	36.6	109	37.2	111	36.3	108		
5 OR MORE PEOPLE	12.1	13.9	115	12.9	107	14.3	119	14.4	119	14.8	123		
NO CHILD IN HOUSEHOLD	60.6	60.6	100	63.5	105	58.5	96	58.1	96	58.0	96		
CHILD(REN) 5 YEARS & UNDER	17.9	16.6	93	14.9	83	16.6	93	16.8	94	17.9	100		
6 - 11 YEARS	17.4	18.3	105	15.8	91	18.7	107	18.8	108	18.7	107		
12 - 17 YEARS	19.1	20.5	107	19.6	102	22.1	116	22.3	117	22.1	116		
HEAD OF HSHLD AGE 18 - 24	6.6	4.9	75	4.1	62	4.2	64	4.4	66	3.6	54		
25 - 34	22.7	20.6	91	16.4	72	19.3	85	19.7	87	18.3	81		
35 - 44	19.2	18.2	95	17.1	89	20.1	105	20.5	106	18.8	98		
45 - 54	14.9	16.8	113	15.2	103	18.4	124	18.2	122	19.3	130		
55 - 64	15.6	17.9	115	20.1	129	18.6	119	18.0	116	20.0	128		
65 OR OLDER	21.0	21.6	103	27.0	128	19.4	92	19.3	92	20.0	95		
18 - 34	29.3	25.5	87	20.5	70	23.5	80	24.1	82	21.9	75		
18 - 49	55.9	52.2	93	45.1	81	52.4	94	53.3	95	50.2	90		
25 - 54	56.8	55.6	98	48.8	86	57.7	102	58.4	103	56.4	99		
35 - 49	26.6	26.7	100	24.6	93	28.9	109	29.2	110	28.3	106		
50 OR OLDER	44.1	47.8	108	54.9	124	47.6	108	46.7	106	49.8	113		
HEAD OF HSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	7.7	82	6.8	73	8.6	92	8.5	91	8.7	93		
TECH/CLERICAL/SALES	9.4	8.0	84	8.0	85	10.5	112	10.0	106	12.2	129		
PRECISION/CRAFT	16.3	14.7	90	13.6	84	16.1	99	16.1	99	15.7	96		
OTHER EMPLOYED	11.4	11.1	97	10.3	90	12.9	113	13.4	117	11.1	97		
NOT EMPLOYED	20.9	21.4	102	20.8	100	21.2	101	21.5	103	20.3	97		
	32.6	37.2	114	40.4	124	30.7	94	30.5	94	32.0	98		
HEAD OF HSHLD GRADUATED COLLEGE	20.1	17.1	85	15.7	78	19.5	97	19.0	94	20.0	99		
ATTENDED COLLEGE	15.8	13.7	87	13.2	83	15.9	100	16.0	101	17.1	108		
GRADUATED HIGH SCHOOL	34.6	34.6	100	33.3	96	35.5	103	35.9	104	33.7	98		
DID NOT GRADUATE HIGH SCHOOL	29.5	34.6	117	37.8	128	29.1	99	29.2	99	29.2	99		

RELATIVE VOLUME OF CONSUMPTION
COFFEE, TEA, MILK, SOFT DRINKS & JUICES (P-18)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	MILK, LIQUID (BOTTLES/ CARTONS)		MILK FLAVORINGS									
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100								
NORTHEAST - CENSUS	21.3	21.5	101	24.1	113								
NORTH CENTRAL	25.7	28.4	111	29.1	113								
SOUTH	33.9	31.3	93	31.5	93								
WEST	19.1	18.7	98	15.2	80								
NORTHEAST - MKTG.	22.5	21.4	95	24.4	108								
EAST CENTRAL	14.7	16.1	109	16.6	113								
WEST CENTRAL	17.3	19.3	111	19.3	112								
SOUTH	29.7	28.1	95	28.1	95								
PACIFIC	15.8	15.1	96	11.6	73								
COUNTY SIZE A	40.9	39.3	96	38.9	95								
COUNTY SIZE B	29.8	30.6	103	30.6	103								
COUNTY SIZE C	15.2	15.9	105	15.4	101								
COUNTY SIZE D	14.1	14.2	100	15.0	106								
METRO CENTRAL CITY	32.1	30.2	94	30.8	96								
METRO SUBURBAN	43.7	45.1	103	43.1	99								
NON-METRO	24.2	24.7	102	26.1	108								
TOP 5 ADI'S	23.2	21.7	94	22.9	99								
TOP 10 ADI'S	31.9	30.0	94	30.4	95								
TOP 20 ADI'S	45.6	43.8	96	44.4	97								
HSGLD INC. \$50,000 OR MORE	8.0	8.7	109	7.2	90								
\$40,000 OR MORE	15.7	17.1	109	14.3	91								
\$30,000 OR MORE	29.6	32.2	109	29.5	100								
\$25,000 OR MORE	38.9	42.5	109	40.4	104								
\$20,000 - \$24,999	10.6	10.9	102	11.5	108								
\$15,000 - \$19,999	10.8	10.8	100	10.9	100								
\$10,000 - \$14,999	16.4	15.9	97	16.2	99								
UNDER \$10,000	23.2	19.9	86	21.1	91								
RESIDENCE RENTED	34.7	32.3	93	34.8	100								
RESIDENCE OWNED	65.3	67.7	104	65.2	100								
VALUE: \$80,000 OR MORE	17.5	18.2	104	15.8	90								
VALUE: \$50,000 - \$79,999	19.9	21.0	105	19.8	99								
VALUE: \$40,000 - \$49,999	7.4	7.9	107	8.0	109								
VALUE: \$20,000 - \$39,999	14.9	15.3	103	15.6	105								
VALUE: UNDER \$20,000	5.6	5.4	96	6.0	108								
AT PRESENT ADDRESS UNDER 1YR	17.0	16.7	98	16.2	95								
1 - 4 YEARS	24.9	25.2	101	26.5	106								
5 - 10 YEARS	23.0	24.1	105	25.7	112								
11 YEARS OR MORE	34.3	33.2	97	31.2	91								
HOUSEHOLD OF 1 PERSON	22.7	14.0	62	10.2	45								
2 PEOPLE	31.7	27.1	86	22.6	71								
3 OR 4 PEOPLE	33.5	40.7	121	44.8	134								
5 OR MORE PEOPLE	12.1	18.2	151	22.4	185								
NO CHILD IN HOUSEHOLD	60.6	48.4	80	38.5	63								
CHILD(REN) 5 YEARS & UNDER	17.9	24.2	135	27.5	153								
6 - 11 YEARS	17.4	23.8	137	30.1	173								
12 - 17 YEARS	19.1	25.7	135	31.4	164								
HEAD OF HSHLD AGE 18 - 24	6.6	6.6	100	6.8	103								
25 - 34	22.7	24.8	109	27.3	120								
35 - 44	19.2	22.5	117	25.1	131								
45 - 54	14.9	15.7	106	16.4	110								
55 - 64	15.6	14.5	93	12.8	82								
65 OR OLDER	21.0	16.0	76	11.6	55								
18 - 34	29.3	31.4	107	34.1	116								
18 - 49	55.9	62.1	111	68.0	122								
25 - 54	56.8	62.9	111	68.7	121								
35 - 49	26.6	30.7	115	33.9	127								
50 OR OLDER	44.1	37.9	86	32.0	73								
HEAD OF HSHLD PROFESSIONAL	9.4	9.3	99	7.6	81								
MANAGER/ADMINISTRATOR	9.4	9.7	102	8.3	88								
TECH/CLERICAL/SALES	16.3	16.3	100	16.7	103								
PRECISION/CRAFT	11.4	13.5	118	14.5	127								
OTHER EMPLOYED	20.9	22.9	110	25.6	122								
NOT EMPLOYED	32.6	28.4	87	27.2	84								
HEAD OF HSHLD GRADUATED													
COLLEGE	20.1	19.4	96	15.8	78								
ATTENDED COLLEGE	15.8	16.4	104	15.6	99								
GRADUATED HIGH SCHOOL	34.6	36.2	105	39.3	114								
DID NOT GRADUATE HIGH SCHOOL	29.5	28.0	95	29.4	100								

RELATIVE VOLUME OF CONSUMPTION
COFFEE, TEA, MILK, SOFT DRINKS & JUICES (P-18)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	ORANGE JUICE, FROZEN		ORANGE JUICE, IN BOTTLES, CAN OR CARTON		POWDERED FRUIT FLAVORED BRKFST, DRINKS		POWDERED SOFT DRINKS (ADD WATER)		TOMATO & VEGETABLES, JUICES		OTHER FRUIT JUICES & DRINKS	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
NORTHEAST - CENSUS	21.3	21.9	103	30.2	142	18.7	88	18.6	87	22.2	104	25.1	118
NORTH CENTRAL	25.7	27.9	109	22.4	87	29.0	113	30.6	119	27.4	107	25.1	98
SOUTH	33.9	29.9	88	34.8	103	33.9	100	35.9	106	32.8	97	31.3	92
WEST	19.1	20.2	106	12.6	66	18.3	96	14.9	78	17.6	92	18.5	97
NORTHEAST - MKTG.	22.5	21.9	97	29.8	132	21.2	94	17.8	79	22.9	101	25.4	113
EAST CENTRAL	14.7	15.6	106	13.8	94	14.3	98	18.8	128	16.5	113	14.2	97
WEST CENTRAL	17.3	20.2	117	14.5	84	21.1	122	19.7	114	17.8	103	17.3	100
SOUTH	29.7	27.0	91	31.5	106	30.4	102	32.6	110	28.5	96	28.4	96
PACIFIC	15.8	15.3	97	10.4	66	12.9	82	11.2	71	14.2	90	14.7	93
COUNTY SIZE A	40.9	40.4	99	42.2	103	39.8	97	35.5	87	39.7	97	40.8	100
COUNTY SIZE B	29.8	30.6	103	30.6	103	28.1	94	32.6	109	28.0	94	30.4	102
COUNTY SIZE C	15.2	14.7	96	14.7	97	13.2	87	16.0	105	16.2	107	15.9	105
COUNTY SIZE D	14.1	14.4	102	12.5	88	18.9	133	15.9	113	16.0	113	12.9	91
METRO CENTRAL CITY	32.1	31.1	97	34.6	108	34.1	106	29.9	93	30.8	96	32.0	100
METRO SUBURBAN	43.7	44.7	102	42.0	96	37.5	86	42.9	98	41.1	94	44.6	102
NON-METRO	24.2	24.1	100	23.4	97	28.4	117	27.1	112	28.0	116	23.4	97
TOP 5 ADI'S	23.2	21.6	93	26.5	114	24.0	104	19.0	82	23.1	100	23.8	103
TOP 10 ADI'S	31.9	29.6	93	34.6	108	31.9	100	26.0	81	30.8	96	32.1	101
TOP 20 ADI'S	45.6	43.9	96	46.5	102	44.7	98	39.8	87	42.7	94	45.4	100
HSGLD INC. \$50,000 OR MORE	8.0	8.5	105	7.9	98	6.8	85	6.7	83	7.5	93	7.6	95
\$40,000 OR MORE	15.7	17.0	108	15.2	97	12.5	80	14.6	94	15.1	96	15.9	102
\$30,000 OR MORE	29.6	33.0	112	28.7	97	24.8	84	29.4	99	27.5	93	30.8	104
\$25,000 OR MORE	38.9	43.4	111	37.3	96	32.8	84	39.5	102	35.5	91	40.9	105
\$20,000 - \$24,999	10.6	10.8	101	11.1	104	10.6	99	10.9	102	10.9	102	11.2	106
\$15,000 - \$19,999	10.8	9.8	91	10.9	100	11.2	104	10.9	100	10.4	96	10.4	96
\$10,000 - \$14,999	16.4	15.0	92	16.8	102	17.1	104	16.4	100	18.5	113	17.0	103
UNDER \$10,000	23.2	21.0	90	24.0	103	28.3	122	22.4	96	24.8	107	20.5	88
RESIDENCE RENTED	34.7	31.2	90	38.5	111	39.5	114	35.4	102	33.7	97	33.6	97
RESIDENCE OWNED	65.3	68.8	105	61.5	94	60.5	93	64.6	99	66.3	102	66.4	102
VALUE: \$80,000 OR MORE	17.5	19.0	108	14.5	83	14.4	82	13.7	78	17.6	101	17.9	102
VALUE: \$50,000 - \$79,999	19.9	22.3	112	18.5	93	17.1	86	20.2	101	18.6	93	20.0	101
VALUE: \$40,000 - \$49,999	7.4	7.9	107	8.1	110	5.9	80	8.0	108	8.3	112	8.4	113
VALUE: \$20,000 - \$39,999	14.9	15.1	102	15.1	101	14.8	100	16.6	112	16.4	110	15.3	103
VALUE: UNDER \$20,000	5.6	4.5	81	5.4	96	8.3	149	6.1	110	5.4	96	4.8	87
AT PRESENT ADDRESS UNDER 1YR	17.0	15.0	88	16.5	97	17.2	101	19.0	111	14.7	86	16.6	97
1 - 4 YEARS	24.9	24.9	100	24.5	98	25.1	101	27.3	110	24.1	97	25.4	102
5 - 10 YEARS	23.0	24.5	107	24.2	105	22.8	99	26.2	114	22.2	97	24.0	104
11 YEARS OR MORE	34.3	34.8	102	34.2	100	34.2	100	26.9	78	38.3	112	33.3	97
HOUSEHOLD OF 1 PERSON	22.7	15.9	70	16.2	71	16.0	70	9.8	43	20.4	90	14.9	65
2 PEOPLE	31.7	28.1	89	26.7	84	24.4	77	19.7	62	33.6	106	26.8	85
3 OR 4 PEOPLE	33.5	38.5	115	39.0	116	39.6	118	47.0	140	32.0	96	40.8	122
5 OR MORE PEOPLE	12.1	17.5	145	18.1	149	20.1	166	23.5	194	14.0	116	17.5	145
NO CHILD IN HOUSEHOLD	60.6	52.1	86	51.1	84	46.8	77	33.6	55	62.8	104	48.0	79
CHILD(REN) 5 YEARS & UNDER	17.9	20.8	116	21.3	119	23.8	133	30.8	172	13.9	77	25.4	142
6 - 11 YEARS	17.4	22.9	131	22.3	128	28.2	162	32.6	188	16.8	97	25.2	145
12 - 17 YEARS	19.1	24.5	128	25.8	135	26.3	137	32.7	171	20.9	109	23.7	124
HEAD OF HSHLD AGE 18 - 24	6.6	5.6	85	5.7	85	6.7	102	7.8	117	4.9	74	6.1	91
25 - 34	22.7	23.2	102	22.3	98	22.6	100	29.7	131	17.1	76	25.2	111
35 - 44	19.2	21.5	112	21.8	113	23.6	123	27.8	144	18.3	95	21.4	111
45 - 54	14.9	16.1	109	16.6	112	15.6	105	14.7	99	16.9	113	15.4	103
55 - 64	15.6	14.8	95	15.4	99	15.0	96	10.5	67	18.1	116	14.6	94
65 OR OLDER	21.0	18.8	89	18.2	87	16.5	79	9.6	46	24.7	117	17.3	82
18 - 34	29.3	28.8	98	27.9	95	29.3	100	37.5	128	22.0	75	31.3	107
18 - 49	55.9	59.1	106	58.7	105	61.0	109	73.4	131	49.2	88	60.8	109
25 - 54	56.8	60.8	107	60.7	107	61.8	109	72.2	127	52.3	92	62.0	109
35 - 49	26.6	30.3	114	30.7	116	31.7	119	36.0	135	27.1	102	29.5	111
50 OR OLDER	44.1	40.9	93	41.3	94	39.0	88	26.6	60	50.8	115	39.2	89
HEAD OF HSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	9.4	101	7.5	80	7.6	81	7.6	81	6.7	72	9.1	97
TECH/CLERICAL/SALES	9.4	10.6	112	8.4	89	8.0	85	8.8	94	8.1	86	9.4	100
PRECISION/CRAFT	16.3	16.0	99	15.1	93	12.0	74	16.6	102	14.3	88	15.8	97
OTHER EMPLOYED	11.4	11.9	105	12.7	111	12.8	112	15.7	138	11.3	99	12.3	108
NOT EMPLOYED	20.9	22.0	105	24.5	117	23.9	114	25.8	123	20.5	98	22.8	109
	32.6	30.0	92	31.9	98	35.7	109	25.4	78	39.0	120	30.5	94
HEAD OF HSHLD GRADUATED COLLEGE	20.1	20.7	103	15.4	77	15.0	75	15.8	79	16.6	82	18.9	94
ATTENDED COLLEGE	15.8	16.1	102	14.4	91	14.1	89	17.1	108	13.8	87	16.4	103
GRADUATED HIGH SCHOOL	34.6	36.2	105	36.7	106	34.5	100	38.3	111	34.2	99	35.4	102
DID NOT GRADUATE HIGH SCHOOL	29.5	27.1	92	33.5	114	36.4	124	28.8	98	35.3	120	29.4	100

RELATIVE VOLUME OF CONSUMPTION
COFFEE, TEA, MILK, SOFT DRINKS & JUICES (P-18)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	HERBAL TEA		INSTANT ICED TEA MIX		INSTANT TEA UNSWEETENED		REGULAR TEA (IN BAGS OR PACKAGES)					
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100				
NORTHEAST - CENSUS	21.3	20.3	95	33.7	158	17.0	80	21.6	101				
NORTH CENTRAL	25.7	25.4	99	23.4	91	34.1	132	21.3	83				
SOUTH	33.9	30.7	91	27.0	80	34.4	102	43.0	127				
WEST	19.1	23.5	123	15.9	83	14.5	76	14.2	74				
NORTHEAST - MKTG.	22.5	21.3	95	33.2	147	16.5	73	21.5	96				
EAST CENTRAL	14.7	14.0	96	16.4	112	19.2	130	15.0	102				
WEST CENTRAL	17.3	18.5	107	14.7	85	21.4	123	13.4	77				
SOUTH	29.7	27.9	94	22.7	77	31.9	108	38.8	131				
PACIFIC	15.8	18.3	116	12.9	82	11.0	70	11.2	71				
COUNTY SIZE A	40.9	40.9	100	46.9	115	36.2	88	36.5	89				
COUNTY SIZE B	29.8	28.6	96	27.9	94	30.1	101	30.6	103				
COUNTY SIZE C	15.2	15.7	103	13.1	86	14.1	93	16.9	112				
COUNTY SIZE D	14.1	14.8	105	12.0	85	19.6	138	16.0	113				
METRO CENTRAL CITY	32.1	34.3	107	33.6	105	30.5	95	29.4	92				
METRO SUBURBAN	43.7	41.0	94	45.7	105	40.8	93	43.2	99				
NON-METRO	24.2	24.7	102	20.7	86	28.6	118	27.4	113				
TOP 5 ADI'S	23.2	24.7	107	31.5	136	18.7	81	19.7	85				
TOP 10 ADI'S	31.9	31.7	99	38.3	120	27.3	85	27.5	86				
TOP 20 ADI'S	45.6	45.4	99	51.6	113	40.3	88	40.6	89				
HSHLD INC. \$50,000 OR MORE	8.0	7.4	92	8.0	99	5.3	66	7.4	93				
\$40,000 OR MORE	15.7	15.4	99	14.6	93	11.0	70	14.6	93				
\$30,000 OR MORE	29.6	29.1	98	29.1	98	26.0	88	29.1	98				
\$25,000 OR MORE	38.9	38.4	99	39.5	102	35.8	92	38.5	99				
\$20,000 - \$24,999	10.6	10.6	99	10.7	100	11.5	108	10.9	102				
\$15,000 - \$19,999	10.8	10.7	99	10.4	96	11.0	101	11.3	105				
\$10,000 - \$14,999	16.4	17.1	104	15.0	91	18.0	109	17.1	104				
UNDER \$10,000	23.2	23.3	100	24.4	105	23.7	102	22.2	96				
RESIDENCE RENTED	34.7	35.8	103	36.8	106	33.5	96	31.8	92				
RESIDENCE OWNED	65.3	64.2	98	63.2	97	66.5	102	68.2	104				
VALUE: \$80,000 OR MORE	17.5	16.7	95	18.2	104	14.8	84	16.2	92				
VALUE: \$50,000 - \$79,999	19.9	19.4	97	19.4	97	20.3	102	20.1	101				
VALUE: \$40,000 - \$49,999	7.4	7.3	99	7.7	104	8.4	115	8.3	112				
VALUE: \$20,000 - \$39,999	14.9	14.8	99	13.4	90	17.2	115	17.4	117				
VALUE: UNDER \$20,000	5.6	6.1	110	4.6	83	5.8	105	6.2	111				
AT PRESENT ADDRESS UNDER 1YR	17.0	17.8	104	16.2	95	16.6	98	16.1	95				
1 - 4 YEARS	24.9	25.8	104	22.5	90	24.5	98	24.5	98				
5 - 10 YEARS	23.0	22.0	96	24.2	106	21.7	95	23.2	101				
11 YEARS OR MORE	34.3	33.7	98	36.2	106	36.1	105	35.3	103				
HOUSEHOLD OF 1 PERSON	22.7	19.4	85	18.2	80	16.4	72	16.1	71				
2 PEOPLE	31.7	31.6	100	28.9	91	30.6	97	30.4	96				
3 OR 4 PEOPLE	33.5	34.5	103	36.6	109	38.0	113	38.3	114				
5 OR MORE PEOPLE	12.1	14.4	120	16.3	135	15.1	125	15.2	126				
NO CHILD IN HOUSEHOLD	60.6	58.4	96	54.5	90	55.1	91	55.0	91				
CHILD(REN) 5 YEARS & UNDER	17.9	16.8	94	18.8	105	17.8	99	18.7	104				
6 - 11 YEARS	17.4	19.5	112	20.2	116	20.7	119	20.4	118				
12 - 17 YEARS	19.1	21.6	113	24.9	130	24.3	127	23.7	124				
HEAD OF HSHLD AGE 18 - 24	6.6	5.7	86	6.0	91	5.7	86	5.6	85				
25 - 34	22.7	22.3	99	20.7	91	20.2	89	22.1	98				
35 - 44	19.2	20.2	105	20.1	104	20.1	104	20.3	106				
45 - 54	14.9	15.4	104	17.0	114	17.4	117	16.0	108				
55 - 64	15.6	17.1	110	16.5	106	14.9	95	17.0	109				
65 OR OLDER	21.0	19.3	92	19.7	94	21.9	104	18.9	90				
18 - 34	29.3	28.0	96	26.7	91	25.8	88	27.7	95				
18 - 49	55.9	56.5	101	55.7	100	53.8	96	56.5	101				
25 - 54	56.8	57.9	102	57.8	102	57.6	101	58.5	103				
35 - 49	26.6	28.5	107	29.0	109	28.0	105	28.7	108				
50 OR OLDER	44.1	43.5	99	44.3	100	46.2	105	43.5	99				
HEAD OF HSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	9.8	104	7.8	84	6.8	72	7.8	83				
TECH/CLERICAL/SALES	9.4	9.2	97	8.8	93	8.0	84	8.9	95				
PRECISION/CRAFT	16.3	15.8	97	14.6	90	15.0	92	16.3	100				
OTHER EMPLOYED	11.4	11.2	98	12.7	111	11.4	100	12.7	111				
NOT EMPLOYED	20.9	19.7	94	22.0	105	23.9	114	22.8	109				
HEAD OF HSHLD GRADUATED COLLEGE	32.6	34.3	105	34.1	105	35.0	107	31.4	96				
ATTENDED COLLEGE	20.1	19.7	98	15.7	78	14.9	74	16.6	82				
GRADUATED HIGH SCHOOL	15.8	16.0	101	15.9	100	14.7	93	15.1	96				
DID NOT GRADUATE HIGH SCHOOL	34.6	31.4	91	35.1	102	36.6	106	36.3	105				
	29.5	32.9	111	33.4	113	33.8	115	32.0	109				

RELATIVE VOLUME OF CONSUMPTION
DAIRY PRODUCTS, SPREADS, COOKIES, DESSERTS, BAKING & BREAD PRODUCTS (P-19)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	BAKING CHIPS & PIECES		BROWNIE MIXES, DRY		CAKE MIX, DRY (NOT CAKE FLOUR)		COOKIE MIXES, DRY		DOUGH PROD. REFRIGERATED		DOUGH PROD. FROZEN	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0		100.0		100.0		100.0		100.0		100.0		100.0
NORTHEAST - CENSUS	21.3	21.3	100	28.1	132	21.6	101	24.2	114	15.7	74	21.3	100
NORTH CENTRAL	25.7	34.7	135	25.6	99	29.5	115	19.0	74	24.6	95	32.1	125
SOUTH	33.9	25.3	75	34.3	101	34.6	102	42.4	125	48.4	143	35.6	105
WEST	19.1	18.6	98	12.1	63	14.3	75	14.4	75	11.4	60	11.0	58
NORTHEAST - MKTG.	22.5	20.8	92	29.7	132	21.5	96	27.2	121	18.4	82	20.2	90
EAST CENTRAL	14.7	16.7	114	15.5	106	16.9	115	13.0	88	16.1	110	18.0	123
WEST CENTRAL	17.3	25.7	148	15.8	91	19.6	113	11.6	67	15.4	89	22.3	129
SOUTH	29.7	22.3	75	28.8	97	30.5	103	36.6	123	41.3	139	30.8	104
PACIFIC	15.8	14.5	92	10.2	64	11.5	73	11.6	74	8.8	56	8.6	55
COUNTY SIZE A	40.9	38.0	93	40.9	100	35.5	87	39.7	97	34.3	84	34.4	84
COUNTY SIZE B	29.8	29.3	98	30.8	103	31.4	105	30.8	103	31.3	105	29.6	99
COUNTY SIZE C	15.2	15.5	102	13.7	90	15.5	102	14.2	93	16.1	106	17.2	113
COUNTY SIZE D	14.1	17.3	122	14.6	103	17.6	125	15.3	108	18.3	129	18.8	133
METRO CENTRAL CITY	32.1	28.1	87	29.1	91	28.7	90	33.2	104	27.7	86	28.2	88
METRO SUBURBAN	43.7	44.8	102	45.9	105	42.4	97	40.4	92	43.0	98	40.7	93
NON-METRO	24.2	27.2	112	25.1	103	28.9	119	26.4	109	29.3	121	31.0	128
TOP 5 ADI'S	23.2	21.2	91	23.2	100	19.0	82	24.5	106	17.2	74	17.6	76
TOP 10 ADI'S	31.9	28.7	90	34.0	107	27.3	86	34.3	107	25.7	80	25.5	80
TOP 20 ADI'S	45.6	42.4	93	46.2	101	40.1	88	45.4	100	37.6	82	40.0	88
MSHLD INC. \$50,000 OR MORE	8.0	9.8	123	8.5	106	7.2	90	5.9	73	6.8	84	6.3	78
\$40,000 OR MORE	15.7	18.8	120	16.9	108	14.7	94	11.5	73	13.5	86	15.5	99
\$30,000 OR MORE	29.6	36.1	122	32.8	111	29.8	101	24.2	82	27.5	93	31.4	106
\$25,000 OR MORE	38.9	46.7	120	42.6	109	39.7	102	31.5	81	37.3	96	41.8	107
\$20,000 - \$24,999	10.6	11.4	107	11.2	105	11.2	106	9.8	92	11.0	103	12.2	114
\$15,000 - \$19,999	10.8	9.0	83	9.8	90	10.8	100	10.1	93	11.1	103	10.1	94
\$10,000 - \$14,999	16.4	14.4	87	15.3	93	16.9	103	16.5	101	18.1	110	16.4	100
UNDER \$10,000	23.2	18.5	80	21.2	91	21.4	92	32.1	138	22.5	97	19.5	84
RESIDENCE RENTED	34.7	26.0	75	34.6	100	28.7	83	40.1	116	31.4	90	29.3	84
RESIDENCE OWNED	65.3	74.0	113	65.4	100	71.3	109	59.9	92	68.6	105	70.7	108
VALUE: \$80,000 OR MORE	17.5	21.4	122	17.6	100	17.0	97	13.6	78	15.4	88	15.3	87
VALUE: \$50,000 - \$79,999	19.9	24.5	123	21.2	106	23.1	116	18.0	91	20.1	101	22.0	110
VALUE: \$40,000 - \$49,999	7.4	8.7	118	8.4	114	8.5	115	6.3	85	8.8	120	9.5	130
VALUE: \$20,000 - \$39,999	14.9	15.1	101	12.7	85	17.1	115	14.9	100	17.4	117	16.8	113
VALUE: UNDER \$20,000	5.6	4.3	77	5.6	100	5.7	102	7.0	125	6.8	123	7.1	127
AT PRESENT ADDRESS UNDER 1YR	17.0	13.6	80	15.7	92	13.7	80	16.3	96	16.6	98	18.0	106
1 - 4 YEARS	24.9	23.1	93	25.7	103	22.9	92	28.3	113	24.8	99	24.9	100
5 - 10 YEARS	23.0	25.1	109	25.5	111	24.3	106	22.3	97	24.3	106	23.2	101
11 YEARS OR MORE	34.3	37.3	109	32.6	95	38.3	112	32.7	95	33.7	98	33.3	97
HOUSEHOLD OF 1 PERSON	22.7	13.7	60	13.8	61	13.9	61	16.5	72	13.7	60	13.5	59
2 PEOPLE	31.7	28.8	91	25.0	79	29.0	92	27.1	86	30.1	95	28.5	90
3 OR 4 PEOPLE	33.5	40.2	120	41.9	125	38.5	115	39.2	117	39.2	117	40.4	121
5 OR MORE PEOPLE	12.1	17.4	144	19.3	159	18.5	153	17.2	142	17.0	141	17.6	146
NO CHILD IN HOUSEHOLD	60.6	50.5	83	45.7	75	50.9	84	50.3	83	51.1	84	47.5	78
CHILD(REN) 5 YEARS & UNDER	17.9	19.6	109	21.4	119	20.2	113	21.0	117	21.8	122	21.9	122
6 - 11 YEARS	17.4	23.4	135	25.3	145	24.2	139	23.5	135	22.8	131	24.7	142
12 - 17 YEARS	19.1	27.0	141	29.9	157	26.7	139	26.3	137	25.1	131	26.6	139
HEAD OF HSHLD AGE 18 - 24	6.6	5.2	78	6.0	91	5.0	75	6.7	101	6.0	91	5.9	89
25 - 34	22.7	21.4	95	23.8	105	20.8	92	22.1	97	23.2	102	24.0	106
35 - 44	19.2	23.1	120	25.1	130	21.9	114	23.3	121	22.4	116	23.5	122
45 - 54	14.9	17.4	117	16.7	113	16.2	109	14.9	100	15.8	106	16.6	112
55 - 64	15.6	16.0	103	13.6	87	16.6	107	15.0	96	15.9	102	15.4	99
65 OR OLDER	21.0	16.8	80	14.8	70	19.5	93	18.2	86	16.8	80	14.5	69
18 - 34	29.3	26.6	91	29.8	102	25.7	88	28.7	98	29.2	100	30.0	102
18 - 49	55.9	58.9	105	63.5	114	55.8	100	59.5	107	59.5	106	62.0	111
25 - 54	56.8	62.0	109	65.6	116	58.8	104	60.2	106	61.4	108	64.2	113
35 - 49	26.6	32.3	121	33.7	127	30.1	113	30.8	116	30.3	114	32.0	120
50 OR OLDER	44.1	41.1	93	36.5	83	44.2	100	40.5	92	40.5	92	38.0	86
HEAD OF HSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	10.0	107	9.7	104	8.0	86	7.7	82	8.2	87	7.8	83
TECH/CLERICAL/SALES	9.4	11.1	118	10.0	106	8.6	91	8.1	86	8.5	90	9.4	102
PRECISION/CRAFT	16.3	16.3	100	15.5	96	15.1	93	14.0	86	16.7	103	16.6	102
OTHER EMPLOYED	11.4	12.7	111	13.3	117	12.6	111	10.8	94	13.7	120	14.1	123
NOT EMPLOYED	20.9	22.2	106	22.9	109	23.7	113	22.2	106	22.4	107	24.1	115
	32.6	27.6	85	28.5	88	32.0	98	37.2	114	30.6	94	27.8	85
HEAD OF HSHLD GRADUATED													
COLLEGE	20.1	22.1	110	19.8	98	16.4	81	16.3	81	16.2	81	16.6	83
ATTENDED COLLEGE	15.8	17.2	109	15.4	97	14.8	93	12.6	80	15.6	99	17.2	109
GRADUATED HIGH SCHOOL	34.6	34.3	99	35.5	103	36.4	105	32.4	94	36.3	105	40.4	117
DID NOT GRADUATE HIGH SCHOOL	29.5	26.4	89	29.3	99	32.5	110	38.7	131	31.8	108	25.8	87

RELATIVE VOLUME OF CONSUMPTION
DAIRY PRODUCTS, SPREADS, COOKIES, DESSERTS, BAKING & BREAD PRODUCTS (P-19)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	FROSTING (STORE BOUGHT) CANS		FROSTING (STORE BOUGHT) PKGS OF MIX		PIE CRUSTS PACKAGED (STORE BOUGHT)		BREAD		BUTTER		CHEESE AMERICAN DIET/LOW CAL	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
NORTHEAST - CENSUS	21.3	23.0	108	29.1	136	19.1	90	22.3	104	30.1	141	21.2	100
NORTH CENTRAL	25.7	27.8	108	29.9	116	21.8	85	27.7	108	26.0	101	27.7	108
SOUTH	33.9	36.0	106	28.9	85	49.2	145	33.0	97	28.7	85	35.0	103
WEST	19.1	13.2	69	12.1	63	9.9	52	17.0	89	15.2	80	16.1	85
NORTHEAST - MKTG.	22.5	23.5	104	27.9	124	20.9	93	23.0	102	31.0	138	23.1	102
EAST CENTRAL	14.7	17.6	120	18.6	126	14.1	96	16.2	110	12.7	87	15.0	102
WEST CENTRAL	17.3	16.2	93	20.3	117	14.0	81	18.0	104	19.3	111	18.1	104
SOUTH	29.7	31.7	107	24.3	82	43.4	146	28.9	97	24.8	84	29.9	101
PACIFIC	15.8	11.0	70	8.9	57	7.5	48	13.9	88	12.2	77	13.9	88
COUNTY SIZE A	40.9	37.1	91	36.1	88	33.9	83	39.7	97	44.9	110	38.0	93
COUNTY SIZE B	29.8	32.7	110	31.4	105	31.2	105	30.1	101	28.2	95	29.4	99
COUNTY SIZE C	15.2	14.4	94	15.9	105	16.1	106	15.3	101	12.6	83	15.3	100
COUNTY SIZE D	14.1	15.8	112	16.6	117	18.8	133	14.9	105	14.4	102	17.3	122
METRO CENTRAL CITY	32.1	31.1	97	29.9	93	28.8	90	30.7	96	33.2	103	30.8	96
METRO SUBURBAN	43.7	42.0	96	40.9	94	40.8	93	43.7	100	43.0	98	41.1	94
NON-METRO	24.2	27.0	111	29.2	120	30.4	125	25.6	106	23.8	98	28.2	116
TOP 5 ADI'S	23.2	20.9	90	22.5	97	18.0	78	22.2	96	28.8	124	22.6	98
TOP 10 ADI'S	31.9	29.0	91	29.7	93	26.2	82	31.1	97	37.1	116	31.2	98
TOP 20 ADI'S	45.6	40.9	90	41.1	90	38.6	85	44.4	97	50.3	110	43.7	96
MSHLD INC. \$50,000 OR MORE	8.0	7.1	89	6.6	83	7.0	87	7.9	98	8.9	111	7.5	94
\$40,000 OR MORE	15.7	14.1	90	12.7	81	14.2	91	15.8	101	17.5	112	14.7	94
\$30,000 OR MORE	29.6	29.2	99	25.7	87	28.1	95	30.2	102	31.5	106	28.3	96
\$25,000 OR MORE	38.9	38.6	99	33.7	87	37.6	97	39.7	102	41.0	105	37.2	96
\$20,000 - \$24,999	10.6	11.2	105	11.5	108	10.6	100	10.5	99	10.7	100	9.8	92
\$15,000 - \$19,999	10.8	11.0	101	10.5	97	10.3	95	10.6	98	9.9	91	10.0	92
\$10,000 - \$14,999	16.4	16.4	100	17.4	106	18.2	111	16.6	101	15.0	91	16.4	100
UNDER \$10,000	23.2	22.8	98	26.7	115	23.4	101	22.6	97	23.5	101	26.6	115
RESIDENCE RENTED	34.7	33.0	95	37.2	107	28.2	81	33.8	97	37.7	108	34.3	99
RESIDENCE OWNED	65.3	67.0	103	62.8	96	71.8	110	66.2	101	62.3	95	65.7	101
VALUE: \$80,000 OR MORE	17.5	16.1	92	13.3	76	16.0	91	17.2	98	19.5	111	16.2	93
VALUE: \$50,000 - \$79,999	19.9	20.9	105	19.8	99	21.6	108	20.4	102	19.1	96	20.5	103
VALUE: \$40,000 - \$49,999	7.4	7.9	107	7.3	99	8.9	121	7.7	104	6.2	85	8.2	112
VALUE: \$20,000 - \$39,999	14.9	16.6	112	16.7	112	18.9	127	15.4	104	12.1	82	15.0	101
VALUE: UNDER \$20,000	5.6	5.5	99	5.7	103	6.4	115	5.5	99	5.3	95	5.8	103
AT PRESENT ADDRESS UNDER 1YR	17.0	14.9	87	17.9	105	12.2	72	16.5	97	15.8	93	15.8	93
1 - 4 YEARS	24.9	25.4	102	23.9	96	23.6	95	24.4	98	25.0	100	22.3	89
5 - 10 YEARS	23.0	24.4	106	24.1	105	23.7	103	23.8	104	23.6	103	23.3	101
11 YEARS OR MORE	34.3	34.8	101	33.6	98	39.9	116	34.3	100	34.3	100	38.0	111
HOUSEHOLD OF 1 PERSON	22.7	13.5	59	14.3	63	15.8	69	15.3	67	17.5	77	20.6	91
2 PEOPLE	31.7	24.8	78	23.7	75	33.3	105	27.0	85	28.2	89	33.0	104
3 OR 4 PEOPLE	33.5	42.2	126	42.4	127	36.4	109	38.3	114	36.1	108	31.2	93
5 OR MORE PEOPLE	12.1	19.6	162	19.6	162	14.5	120	19.4	160	18.2	151	15.2	126
NO CHILD IN HOUSEHOLD	60.6	45.9	76	45.5	75	58.4	96	50.4	83	53.6	88	61.0	101
CHILD(REN) 5 YEARS & UNDER	17.9	23.8	132	24.3	135	17.1	95	21.5	120	20.3	113	14.8	83
6 - 11 YEARS	17.4	25.7	148	25.7	148	18.5	106	23.5	135	21.5	124	18.0	103
12 - 17 YEARS	19.1	28.1	147	28.5	149	22.4	117	26.6	139	24.8	130	22.0	115
HEAD OF HSHLD AGE 18 - 24	6.6	5.7	87	7.9	120	4.0	61	6.1	93	5.9	90	5.2	79
25 - 34	22.7	23.6	104	22.5	99	19.9	88	22.2	98	21.5	95	16.9	75
35 - 44	19.2	23.0	120	23.6	123	19.1	99	22.7	118	22.1	115	21.3	111
45 - 54	14.9	15.8	107	13.8	93	17.2	115	16.3	110	17.2	115	15.5	104
55 - 64	15.6	15.6	100	15.2	98	19.8	127	15.0	97	15.6	100	17.0	109
65 OR OLDER	21.0	16.2	77	16.8	80	20.0	95	17.7	84	17.8	84	23.9	114
18 - 34	29.3	29.3	100	30.5	104	23.9	82	28.3	97	27.4	94	22.2	76
18 - 49	55.9	60.7	109	61.3	110	51.8	93	59.4	106	58.1	104	51.4	92
25 - 54	56.8	62.4	110	60.0	106	56.1	99	61.2	108	60.7	107	53.8	95
35 - 49	26.6	31.4	118	30.8	116	27.8	105	31.1	117	30.7	116	29.3	110
50 OR OLDER	44.1	39.3	89	38.7	88	48.2	109	40.6	92	41.9	95	48.6	110
HEAD OF HSHLD PROFESSIONAL	9.4	7.8	84	6.8	73	8.5	91	8.3	88	9.1	97	7.8	84
MANAGER/ADMINISTRATOR	9.4	8.7	92	8.6	91	8.2	87	8.8	93	9.5	100	9.6	102
TECH/CLERICAL/SALES	16.3	15.2	93	12.4	76	15.8	97	15.4	95	14.4	89	13.7	84
PRECISION/CRAFT	11.4	12.9	113	11.9	105	11.3	99	12.9	113	11.3	99	10.8	95
OTHER EMPLOYED	20.9	24.0	115	25.1	120	22.6	108	23.8	114	23.2	111	20.7	99
NOT EMPLOYED	32.6	31.4	96	35.1	108	33.6	103	30.8	95	32.6	100	37.3	115
HEAD OF HSHLD GRADUATED													
COLLEGE	20.1	15.4	76	14.4	71	17.1	85	17.7	88	19.3	96	17.9	89
ATTENDED COLLEGE	15.8	15.5	98	12.8	81	14.7	93	15.1	95	14.5	92	14.5	91
GRADUATED HIGH SCHOOL	34.6	36.4	105	37.4	108	34.3	99	35.9	104	34.2	99	33.6	97
DID NOT GRADUATE HIGH SCHOOL	29.5	32.7	111	35.4	120	34.0	115	31.3	106	31.9	108	34.0	115

RELATIVE VOLUME OF CONSUMPTION
DAIRY PRODUCTS, SPREADS, COOKIES, DESSERTS, BAKING & BREAD PRODUCTS (P-19)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	CHEESE, AMER., REGULAR (NOT DIET/LOW CAL.)		CHEESE COTTAGE		CHEESE, NATURAL (NOT AMER., DIET LOW CAL., REG.)		CHEESE SPREAD		COOKIES (READY-TO-EAT)		CREAM SUBSTITUTE NON-DAIRY	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
NORTHEAST - CENSUS	21.3	21.9	103	21.9	103	23.6	110	26.2	123	25.5	119	21.7	102
NORTH CENTRAL	25.7	27.7	108	32.9	128	27.4	107	29.7	116	25.1	98	25.1	98
SOUTH	33.9	34.5	102	25.0	74	27.0	80	30.0	89	34.3	101	37.5	111
WEST	19.1	15.9	83	20.2	106	22.0	115	14.1	74	15.2	79	15.7	82
NORTHEAST - MKTG.	22.5	22.3	99	22.0	97	24.1	107	28.3	126	25.9	115	23.1	103
EAST CENTRAL	14.7	16.2	110	19.0	129	15.6	106	14.5	98	15.2	103	16.3	111
WEST CENTRAL	17.3	18.3	106	21.5	124	18.4	106	21.3	123	16.3	94	15.3	88
SOUTH	29.7	30.6	103	21.2	72	23.9	80	24.2	81	29.9	101	32.3	109
PACIFIC	15.8	12.6	80	16.3	103	18.0	114	11.7	74	12.7	80	12.9	82
COUNTY SIZE A	40.9	37.9	93	41.1	101	43.6	107	46.0	113	43.6	107	41.4	101
COUNTY SIZE B	29.8	31.1	104	29.4	99	29.0	97	26.1	88	28.7	96	28.0	94
COUNTY SIZE C	15.2	16.1	106	14.6	96	15.4	101	14.0	92	14.7	97	14.9	98
COUNTY SIZE D	14.1	14.9	106	14.8	105	11.9	84	13.8	98	13.0	92	15.7	111
METRO CENTRAL CITY	32.1	28.9	90	29.8	93	30.9	96	30.2	94	30.8	96	32.5	101
METRO SUBURBAN	43.7	45.2	103	45.4	104	47.5	109	47.4	109	45.8	105	42.2	97
NON-METRO	24.2	25.8	107	24.8	102	21.6	89	22.3	92	23.5	97	25.3	104
TOP 5 ADI'S	23.2	20.9	90	23.7	103	25.3	109	26.0	112	24.8	107	23.4	101
TOP 10 ADI'S	31.9	29.6	93	31.4	98	33.4	105	36.4	114	34.7	109	32.7	102
TOP 20 ADI'S	45.6	42.6	93	45.3	99	48.0	105	48.8	107	47.6	104	45.5	100
HSGLD INC. \$50,000 OR MORE	8.0	8.3	103	9.8	123	11.7	145	11.0	137	9.2	115	6.8	85
\$40,000 OR MORE	15.7	15.8	101	17.9	114	21.5	137	19.7	126	17.5	112	12.9	83
\$30,000 OR MORE	29.6	30.6	104	32.5	110	38.6	130	36.8	124	33.2	112	27.3	92
\$25,000 OR MORE	38.9	40.9	105	42.4	109	49.9	128	48.4	124	42.9	110	36.1	93
\$20,000 - \$24,999	10.6	10.9	102	10.4	97	10.8	102	9.9	93	11.2	105	9.7	91
\$15,000 - \$19,999	10.8	10.8	100	10.4	96	9.4	87	9.2	85	10.8	99	9.7	90
\$10,000 - \$14,999	16.4	16.3	99	15.9	97	13.5	82	14.1	86	15.9	97	17.5	107
UNDER \$10,000	23.2	21.1	91	21.0	91	16.3	70	18.5	80	19.2	83	26.9	116
RESIDENCE RENTED	34.7	32.5	94	28.0	81	30.4	88	30.7	89	32.2	93	33.4	96
RESIDENCE OWNED	65.3	67.5	103	72.0	110	69.6	107	69.3	106	67.8	104	66.6	102
VALUE: \$80,000 OR MORE	17.5	16.8	96	20.7	118	22.9	131	21.2	121	19.1	109	15.6	89
VALUE: \$50,000 - \$79,999	19.9	21.7	109	23.0	116	23.6	118	24.1	121	21.0	105	19.4	98
VALUE: \$40,000 - \$49,999	7.4	7.6	104	7.8	107	6.8	92	6.6	90	7.7	105	8.7	118
VALUE: \$20,000 - \$39,999	14.9	15.6	105	15.5	104	12.2	82	12.8	86	14.7	98	15.9	107
VALUE: UNDER \$20,000	5.6	5.8	104	5.0	89	4.1	74	4.5	81	5.3	95	6.9	124
AT PRESENT ADDRESS UNDER 1YR	17.0	16.6	97	14.0	82	16.8	98	15.5	91	15.8	93	14.3	84
1 - 4 YEARS	24.9	24.5	98	20.9	84	24.6	99	24.5	98	24.1	97	23.1	93
5 - 10 YEARS	23.0	24.1	105	22.9	100	25.1	109	23.4	102	24.2	105	24.1	105
11 YEARS OR MORE	34.3	33.9	99	41.1	120	32.7	95	35.9	105	35.2	103	37.8	110
HOUSEHOLD OF 1 PERSON	22.7	13.7	60	17.4	77	13.8	61	15.0	66	14.3	63	19.9	87
2 PEOPLE	31.7	27.9	88	33.6	106	29.0	92	26.7	84	27.5	87	32.9	104
3 OR 4 PEOPLE	33.5	39.6	118	34.0	102	40.0	119	40.4	121	39.8	119	33.5	100
5 OR MORE PEOPLE	12.1	18.8	155	15.0	124	17.2	142	17.8	147	18.3	151	13.7	113
NO CHILD IN HOUSEHOLD	60.6	49.4	81	60.0	99	50.3	83	52.6	87	49.9	82	61.7	102
CHILD(REN) 5 YEARS & UNDER	17.9	21.9	122	15.4	86	20.5	115	18.7	104	22.2	124	15.7	88
6 - 11 YEARS	17.4	23.7	136	18.2	105	22.7	131	21.7	125	24.0	138	18.4	106
12 - 17 YEARS	19.1	26.5	138	22.7	119	26.1	136	27.0	141	26.1	136	20.7	108
HEAD OF HSHLD AGE 18 - 24	6.6	5.9	89	4.2	64	5.0	76	5.1	77	5.4	81	4.8	73
25 - 34	22.7	23.3	103	16.9	75	24.6	108	21.6	95	23.0	101	18.4	81
35 - 44	19.2	23.1	120	18.4	95	23.2	120	22.6	118	22.5	117	19.9	103
45 - 54	14.9	16.8	113	18.0	121	17.7	119	18.0	121	16.5	111	16.1	108
55 - 64	15.6	14.7	94	18.7	120	14.8	95	15.6	100	15.7	101	16.6	107
65 OR OLDER	21.0	16.2	77	23.8	113	14.7	70	17.0	81	16.8	80	24.2	115
18 - 34	29.3	29.2	100	21.2	72	29.6	101	26.8	91	28.4	97	23.3	79
18 - 49	55.9	61.0	109	48.4	87	62.0	111	59.2	106	59.3	106	50.7	91
25 - 54	56.8	63.2	111	53.3	94	65.4	115	62.3	110	62.0	109	54.4	96
35 - 49	26.6	31.8	120	27.3	103	32.4	122	32.4	122	30.9	116	27.4	103
50 OR OLDER	44.1	39.0	88	51.6	117	38.0	86	40.8	93	40.7	92	49.3	112
HEAD OF HSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	7.8	83	9.2	98	11.7	125	10.3	110	9.1	98	6.9	73
TECH/CLERICAL/SALES	16.3	15.5	95	14.9	91	17.4	107	17.6	108	16.5	101	14.0	86
PRECISION/CRAFT	11.4	13.3	117	11.1	98	13.1	115	12.7	112	13.1	115	10.7	94
OTHER EMPLOYED	20.9	24.4	117	20.1	96	20.2	96	20.1	96	22.5	107	21.4	102
NOT EMPLOYED	32.6	29.7	91	35.1	108	25.1	77	27.8	85	29.3	90	38.5	118
HEAD OF HSHLD GRADUATED COLLEGE	20.1	16.7	83	19.9	99	24.9	124	23.0	114	19.0	95	16.3	81
ATTENDED COLLEGE	15.8	15.1	95	14.6	92	17.6	111	16.1	102	15.3	96	13.8	87
GRADUATED HIGH SCHOOL	34.6	37.9	110	35.3	102	34.3	99	34.2	99	35.9	104	33.7	98
DID NOT GRADUATE HIGH SCHOOL	29.5	30.3	103	30.1	102	23.2	79	26.7	91	29.8	101	36.2	123

RELATIVE VOLUME OF CONSUMPTION
DAIRY PRODUCTS, SPREADS, COOKIES, DESSERTS, BAKING & BREAD PRODUCTS (P-19)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	FROZEN DESSERT PIES, CAKES & PASTRIES		FROZEN WAFFLES		GELATIN DESSERTS, FLAVORED		ICE CREAM, ICE MILK & SHERBET		JAMS, JELLIES & PRESERVES		MARGARINE	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
NORTHEAST - CENSUS	21.3	26.4	124	30.5	143	22.5	105	23.5	110	22.4	105	20.6	97
NORTH CENTRAL	25.7	22.0	86	23.0	89	30.7	119	27.9	109	26.0	101	28.7	112
SOUTH	33.9	37.2	110	31.2	92	31.2	92	31.5	93	35.1	104	34.2	101
WEST	19.1	14.4	76	15.4	81	15.6	82	17.1	90	16.5	87	16.5	86
NORTHEAST - MKTG.	22.5	28.1	125	34.7	154	22.0	98	24.0	107	23.4	104	20.6	92
EAST CENTRAL	14.7	13.2	90	14.2	96	16.8	114	15.8	107	15.4	105	17.0	116
WEST CENTRAL	17.3	14.3	82	13.9	80	21.1	122	18.8	109	17.1	99	18.6	107
SOUTH	29.7	32.2	108	23.4	79	27.6	93	27.6	93	30.5	103	30.6	103
PACIFIC	15.8	12.3	78	13.9	88	12.5	79	13.8	88	13.6	86	13.2	83
COUNTY SIZE A	40.9	45.8	112	49.6	121	38.8	95	40.4	99	40.8	100	37.7	92
COUNTY SIZE B	29.8	27.9	94	28.5	96	29.3	98	30.0	101	29.8	100	30.2	101
COUNTY SIZE C	15.2	13.5	89	11.8	78	14.9	98	15.0	98	14.9	98	16.3	107
COUNTY SIZE D	14.1	12.7	90	10.1	71	17.1	121	14.6	103	14.6	103	15.9	112
METRO CENTRAL CITY	32.1	31.9	99	34.3	107	30.4	95	28.4	88	31.6	99	29.6	92
METRO SUBURBAN	43.7	45.1	103	47.5	109	42.2	97	46.9	107	43.4	99	43.8	100
NON-METRO	24.2	23.1	95	18.2	75	27.3	113	24.7	102	24.9	103	26.7	110
TOP 5 ADI'S	23.2	26.6	115	30.9	133	21.9	95	22.8	98	23.2	100	20.1	87
TOP 10 ADI'S	31.9	36.2	113	41.2	129	29.8	93	31.8	100	31.8	100	28.5	89
TOP 20 ADI'S	45.6	50.0	110	53.8	118	43.1	95	45.5	100	45.2	99	42.3	93
HSGLD INC. \$50,000 OR MORE	8.0	9.3	116	8.4	104	7.4	92	10.0	125	7.9	99	7.9	98
\$40,000 OR MORE	15.7	17.0	109	17.2	110	14.5	92	19.1	122	16.1	103	15.8	101
\$30,000 OR MORE	29.6	31.3	106	33.2	112	28.6	97	35.7	121	29.8	101	30.4	103
\$25,000 OR MORE	38.9	41.0	106	42.1	108	38.2	98	45.9	118	39.1	101	39.9	103
\$20,000 - \$24,999	10.6	9.8	92	10.6	100	10.1	95	11.2	106	10.1	95	10.9	102
\$15,000 - \$19,999	10.8	10.9	101	10.5	97	10.1	94	10.0	92	10.1	93	10.4	96
\$10,000 - \$14,999	16.4	16.7	102	16.2	99	17.4	106	14.7	89	17.2	104	16.2	98
UNDER \$10,000	23.2	21.6	93	20.5	88	24.2	104	18.1	78	23.5	101	22.6	98
RESIDENCE RENTED	34.7	32.8	94	35.4	102	29.5	85	29.8	86	33.9	97	32.2	93
RESIDENCE OWNED	65.3	67.2	103	64.6	99	70.5	108	70.2	108	66.1	101	67.8	104
VALUE: \$80,000 OR MORE	17.5	18.9	108	20.6	117	18.2	104	20.1	115	17.6	100	17.2	98
VALUE: \$50,000 - \$79,999	19.9	20.8	105	20.2	102	21.1	106	22.7	114	20.1	101	21.3	107
VALUE: \$40,000 - \$49,999	7.4	7.9	107	7.5	102	9.0	122	7.7	104	7.4	101	7.6	104
VALUE: \$20,000 - \$39,999	14.9	13.9	94	12.7	85	16.7	112	14.6	98	15.5	104	15.9	107
VALUE: UNDER \$20,000	5.6	5.6	101	3.6	64	5.6	101	5.1	91	5.5	99	5.8	104
AT PRESENT ADDRESS UNDER 1YR	17.0	14.7	86	14.6	86	13.3	78	15.9	94	16.2	95	16.0	94
1 - 4 YEARS	24.9	23.0	92	26.9	108	22.3	90	24.7	99	24.6	99	24.7	99
5 - 10 YEARS	23.0	23.9	104	25.5	111	23.0	100	24.6	107	23.8	104	23.1	101
11 YEARS OR MORE	34.3	37.7	110	32.2	94	40.6	119	34.0	99	34.6	101	35.4	103
HOUSEHOLD OF 1 PERSON	22.7	16.9	74	14.8	65	17.7	78	12.0	53	15.9	70	14.4	63
2 PEOPLE	31.7	34.0	107	24.5	77	31.7	100	25.8	81	28.4	90	29.3	92
3 OR 4 PEOPLE	33.5	35.2	105	41.5	124	35.0	105	41.4	124	37.9	113	38.7	115
5 OR MORE PEOPLE	12.1	13.9	115	19.2	159	15.6	129	20.8	172	17.9	148	17.7	146
NO CHILD IN HOUSEHOLD	60.6	59.5	98	46.0	76	57.0	94	45.6	75	51.9	86	51.7	85
CHILD(REN) 5 YEARS & UNDER	17.9	16.1	90	21.3	119	19.0	106	22.5	126	21.1	118	21.2	118
6 - 11 YEARS	17.4	17.8	102	26.2	151	20.5	118	25.8	148	22.7	131	22.9	132
12 - 17 YEARS	19.1	21.6	113	29.1	152	22.2	116	29.6	155	25.6	134	25.2	132
HEAD OF HSHLD AGE 18 - 24	6.6	5.1	77	5.5	83	4.5	68	5.4	81	5.7	87	5.7	86
25 - 34	22.7	19.4	85	22.7	100	18.0	79	23.2	103	22.1	97	22.2	98
35 - 44	19.2	19.8	103	25.9	134	19.8	103	25.2	131	21.7	113	22.0	114
45 - 54	14.9	16.5	111	16.9	114	15.2	102	16.8	113	16.2	109	16.2	109
55 - 64	15.6	17.5	112	12.8	83	17.7	114	14.6	94	15.2	97	15.7	101
65 OR OLDER	21.0	21.7	103	16.2	77	24.8	118	14.8	70	19.1	91	18.1	86
18 - 34	29.3	24.5	84	28.2	96	22.5	77	28.6	98	27.8	95	27.9	95
18 - 49	55.9	52.5	94	63.9	114	49.9	89	62.7	112	57.8	103	58.0	104
25 - 54	56.8	55.7	98	65.5	115	53.0	93	65.3	115	60.0	106	60.4	106
35 - 49	26.6	28.1	105	35.8	134	27.4	103	34.1	128	30.0	113	30.0	113
50 OR OLDER	44.1	47.5	108	36.1	82	50.1	114	37.3	85	42.2	96	42.0	95
HEAD OF HSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	9.0	96	9.8	105	7.9	84	10.3	110	8.3	89	8.1	86
TECH/CLERICAL/SALES	9.4	9.2	98	11.3	119	8.1	86	10.5	112	9.0	96	9.0	95
PRECISION/CRAFT	16.3	15.9	97	17.0	104	14.4	89	15.7	97	14.9	92	15.4	95
OTHER EMPLOYED	11.4	11.4	100	12.3	108	11.8	104	13.8	121	12.4	109	13.1	115
NOT EMPLOYED	20.9	19.9	95	20.0	95	20.6	98	23.1	110	23.3	111	22.9	110
HEAD OF HSHLD GRADUATED COLLEGE	32.6	34.6	106	29.7	91	37.2	114	26.5	81	32.0	98	31.5	97
ATTENDED COLLEGE	20.1	19.2	95	20.3	101	16.8	83	21.1	105	18.1	90	17.7	88
GRADUATED HIGH SCHOOL	15.8	16.2	102	16.0	101	14.1	89	16.6	105	14.8	93	15.2	96
DID NOT GRADUATE HIGH SCHOOL	34.6	34.9	101	36.9	107	35.9	104	35.8	104	35.3	102	35.8	104
	29.5	29.7	101	26.8	91	33.3	113	26.4	90	31.8	108	31.3	106

RELATIVE VOLUME OF CONSUMPTION
DAIRY PRODUCTS, SPREADS, COOKIES, DESSERTS, BAKING & BREAD PRODUCTS (P-19)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	PANCAKE MIXES, DRY		PEANUT BUTTER		PUDDINGS/PIE FILLINGS, INST. PONDERED		PUDDINGS/PIE FILLINGS, REG. (NOT INST.)		PUDDINGS/PIE FILLINGS, PRE- COOKED (RTE)		WHIPPED TOPPING	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
NORTHEAST - CENSUS	21.3	20.2	94	22.5	106	20.6	97	24.9	117	23.7	111	21.6	101
NORTH CENTRAL	25.7	28.5	111	26.9	105	32.1	125	28.5	111	27.6	107	29.3	114
SOUTH	33.9	35.8	106	34.2	101	33.2	98	33.1	98	35.4	105	33.9	100
WEST	19.1	15.6	82	16.4	86	14.0	74	13.5	71	13.3	69	15.2	80
NORTHEAST - MKTG.	22.5	22.2	99	23.5	104	20.4	91	25.6	114	24.6	109	21.9	97
EAST CENTRAL	14.7	16.3	111	15.7	107	17.9	122	16.7	114	16.9	115	16.2	111
WEST CENTRAL	17.3	18.5	107	17.5	101	21.6	124	18.9	109	18.2	105	20.0	115
SOUTH	29.7	30.3	102	29.9	101	29.6	100	28.4	96	30.4	103	30.1	101
PACIFIC	15.8	12.7	80	13.4	85	10.6	67	10.4	66	9.8	62	11.8	75
COUNTY SIZE A	40.9	39.9	98	39.6	97	34.1	83	38.1	93	41.1	101	36.2	88
COUNTY SIZE B	29.8	28.9	97	30.4	102	31.0	104	29.1	98	28.3	95	29.6	99
COUNTY SIZE C	15.2	14.3	94	15.4	101	16.2	107	14.7	97	15.4	101	16.2	107
COUNTY SIZE D	14.1	16.9	119	14.7	104	18.8	133	18.0	128	15.2	107	18.1	128
METRO CENTRAL CITY	32.1	31.1	97	31.2	97	27.3	85	27.4	85	33.1	103	28.0	87
METRO SUBURBAN	43.7	42.3	97	43.5	100	42.7	98	43.3	99	41.1	94	42.6	98
NON-METRO	24.2	26.6	110	25.3	104	30.1	124	29.3	121	25.9	107	29.4	121
TOP 5 ADI'S	23.2	21.8	94	22.6	98	18.8	81	22.0	95	22.5	97	19.2	83
TOP 10 ADI'S	31.9	31.3	98	31.4	98	25.5	80	30.3	95	30.5	95	27.8	87
TOP 20 ADI'S	45.6	44.3	97	44.2	97	38.7	85	43.1	94	45.3	99	40.3	88
HSHLD INC. \$50,000 OR MORE	8.0	7.2	90	8.1	101	7.0	87	7.0	87	6.1	76	7.9	98
\$40,000 OR MORE	15.7	14.4	92	16.3	104	14.4	92	13.4	86	12.7	81	15.1	96
\$30,000 OR MORE	29.6	28.0	95	30.7	104	28.8	97	27.3	92	25.6	87	31.0	105
\$25,000 OR MORE	38.9	37.3	96	40.1	103	38.8	100	36.3	93	35.1	90	41.0	106
\$20,000 - \$24,999	10.6	10.8	101	10.9	102	11.0	104	11.3	106	12.6	119	11.1	104
\$15,000 - \$19,999	10.8	11.0	101	10.5	97	9.9	92	11.1	103	10.9	101	10.3	95
\$10,000 - \$14,999	16.4	16.9	103	15.9	97	18.8	114	17.6	107	17.4	106	16.8	102
UNDER \$10,000	23.2	24.1	104	22.6	97	21.5	92	23.7	102	24.0	104	20.7	89
RESIDENCE RENTED	34.7	33.8	97	33.5	96	28.7	83	29.6	85	35.7	103	27.8	80
RESIDENCE OWNED	65.3	66.2	101	66.5	102	71.3	109	70.4	108	64.3	98	72.2	111
VALUE: \$80,000 OR MORE	17.5	16.2	92	17.0	97	16.8	96	18.0	102	13.0	74	18.1	103
VALUE: \$50,000 - \$79,999	19.9	20.3	102	20.7	104	23.2	116	21.2	106	18.7	94	22.9	115
VALUE: \$40,000 - \$49,999	7.4	7.7	105	7.7	105	9.0	123	8.8	119	10.0	135	8.8	120
VALUE: \$20,000 - \$39,999	14.9	15.9	107	15.4	103	16.6	111	16.6	111	16.0	107	17.0	114
VALUE: UNDER \$20,000	5.6	6.1	109	5.7	103	5.7	102	5.9	106	6.6	119	5.3	95
AT PRESENT ADDRESS UNDER 1YR	17.0	17.1	100	17.0	100	14.1	83	13.7	80	16.0	94	13.6	80
1 - 4 YEARS	24.9	25.0	100	25.2	101	22.7	91	22.2	89	24.3	97	22.5	90
5 - 10 YEARS	23.0	23.9	104	23.8	104	23.5	102	22.3	97	24.3	106	24.0	104
11 YEARS OR MORE	34.3	33.4	97	33.2	97	39.2	114	41.0	120	34.6	101	39.1	114
HOUSEHOLD OF 1 PERSON	22.7	14.4	63	14.8	65	14.3	63	16.1	71	16.4	72	16.3	72
2 PEOPLE	31.7	29.8	94	26.4	83	30.7	97	31.3	99	26.8	85	31.6	100
3 OR 4 PEOPLE	33.5	38.8	116	39.3	117	37.9	113	37.7	113	39.7	119	36.5	109
5 OR MORE PEOPLE	12.1	17.0	141	19.4	161	17.1	142	14.8	122	17.1	142	15.6	129
NO CHILD IN HOUSEHOLD	60.6	50.5	83	48.3	80	52.5	87	57.1	94	50.9	84	55.8	92
CHILD(REN) 5 YEARS & UNDER	17.9	22.5	125	22.5	125	20.0	111	16.9	94	21.1	118	18.0	101
6 - 11 YEARS	17.4	23.2	133	24.6	141	22.0	127	18.5	107	24.8	143	21.0	121
12 - 17 YEARS	19.1	25.3	132	27.2	142	25.1	131	23.3	122	26.2	137	24.1	126
HEAD OF HSHLD AGE 18 - 24	6.6	6.5	99	6.2	94	5.2	78	4.7	70	6.2	94	4.7	72
25 - 34	22.7	23.2	102	23.3	103	20.4	90	17.0	75	22.0	97	19.2	85
35 - 44	19.2	22.6	118	23.5	108	20.8	108	19.2	100	22.0	114	20.8	108
45 - 54	14.9	15.4	104	16.2	109	15.5	104	17.1	115	16.9	114	16.4	111
55 - 64	15.6	14.4	93	14.3	92	16.5	106	18.9	121	15.5	100	17.4	112
65 OR OLDER	21.0	17.9	85	16.4	78	21.6	102	23.2	110	17.4	83	21.5	102
18 - 34	29.3	29.7	101	29.6	101	25.6	87	21.6	74	28.2	96	24.0	82
18 - 49	55.9	60.6	108	61.4	110	54.4	97	49.5	89	59.4	106	53.0	95
25 - 54	56.8	61.2	108	63.0	111	56.7	100	53.2	94	60.8	107	56.4	99
35 - 49	26.6	30.9	116	31.8	120	28.8	108	27.9	105	31.2	117	29.0	109
50 OR OLDER	44.1	39.4	89	38.6	88	45.6	103	50.5	114	40.6	92	47.0	107
HEAD OF HSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	7.7	82	9.1	97	7.2	77	7.3	79	7.8	84	8.3	88
TECH/CLERICAL/SALES	16.3	15.3	94	15.6	96	15.7	97	14.7	90	13.9	85	15.5	95
PRECISION/CRAFT	11.4	12.9	113	12.9	113	12.6	111	11.9	105	14.2	125	12.7	111
OTHER EMPLOYED	20.9	23.7	113	23.3	111	22.2	106	21.4	102	24.1	115	20.9	100
NOT EMPLOYED	32.6	31.9	98	29.5	91	34.2	105	36.6	112	32.8	101	33.6	103
HEAD OF HSHLD GRADUATED COLLEGE	20.1	16.9	84	19.4	96	16.0	79	15.7	78	16.0	79	17.6	88
ATTENDED COLLEGE	15.8	14.9	94	15.1	96	15.5	98	14.2	90	13.6	86	14.7	93
GRADUATED HIGH SCHOOL	34.6	36.2	105	35.6	103	36.9	107	35.6	103	35.5	103	36.5	106
DID NOT GRADUATE HIGH SCHOOL	29.5	32.1	109	29.9	101	31.6	107	34.5	117	34.9	118	31.1	106

RELATIVE VOLUME OF CONSUMPTION
CEREALS, RICE, PASTA, PIZZA, FRUITS & VEGETABLES (P-20)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	BAKED BEANS (IN JARS/CANS)		BREAKFAST CEREAL (COLD)		BREAKFAST CEREAL (HOT)		DISH/DINNER MIX, COMPLETE PKG'D. PREP'D		FRUITS, CANNED OR JARRED PINEAPPLE		FRUITS, CANNED OR JARRED OTHER	
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
NORTHEAST - CENSUS	21.3	24.8	116	21.8	102	20.4	96	19.8	93	20.5	96	21.7	102
NORTH CENTRAL	25.7	27.1	105	28.2	110	25.5	99	29.2	114	29.3	114	29.1	113
SOUTH	33.9	35.4	104	31.5	93	36.9	109	36.4	107	33.5	99	31.6	93
WEST	19.1	12.7	67	18.6	97	17.2	90	14.6	77	16.7	87	17.6	92
NORTHEAST - MKTG.	22.5	25.4	113	22.3	99	20.7	92	20.6	92	20.7	92	21.6	96
EAST CENTRAL	14.7	16.4	112	15.7	107	14.7	100	17.5	119	16.8	115	16.8	114
WEST CENTRAL	17.3	17.2	99	19.3	111	17.1	99	18.9	109	18.9	109	19.5	113
SOUTH	29.7	30.4	102	27.8	94	33.7	114	31.4	106	29.8	100	28.0	94
PACIFIC	15.8	10.6	67	14.9	94	13.7	87	11.6	74	13.7	87	14.1	89
COUNTY SIZE A	40.9	41.0	100	39.7	97	38.1	93	37.8	93	38.7	95	38.5	94
COUNTY SIZE B	29.8	29.1	98	30.2	101	30.7	103	30.9	104	29.5	99	29.9	100
COUNTY SIZE C	15.2	14.2	93	15.7	103	16.1	106	16.2	106	15.9	104	16.0	105
COUNTY SIZE D	14.1	15.7	111	14.5	102	15.1	107	15.1	107	16.0	113	15.5	110
METRO CENTRAL CITY	32.1	29.9	93	29.3	91	31.9	99	30.3	94	29.9	93	29.6	92
METRO SUBURBAN	43.7	44.8	102	45.7	105	42.0	96	43.2	99	43.5	99	44.2	101
NON-METRO	24.2	25.4	105	25.0	103	26.1	108	26.6	110	26.6	110	26.2	108
TOP 5 ADI'S	23.2	22.7	98	21.8	94	21.0	91	20.0	86	21.6	93	21.4	92
TOP 10 ADI'S	31.9	31.5	99	31.0	97	29.1	91	28.9	91	29.9	94	29.0	91
TOP 20 ADI'S	45.6	45.6	100	44.3	97	41.9	92	42.4	93	42.8	94	42.6	93
HSHLD INC. \$50,000 OR MORE	8.0	8.1	101	9.0	112	6.3	78	7.0	87	8.7	109	8.1	101
\$40,000 OR MORE	15.7	15.4	99	17.8	114	13.0	83	13.9	89	16.9	108	16.1	103
\$30,000 OR MORE	29.6	28.9	98	33.5	113	26.2	89	28.7	89	31.7	107	30.8	104
\$25,000 OR MORE	38.9	38.9	100	43.6	112	34.9	90	38.5	99	41.9	108	41.3	106
\$20,000 - \$24,999	10.6	10.8	101	11.2	105	10.1	95	11.3	106	10.2	96	10.5	99
\$15,000 - \$19,999	10.8	10.8	100	10.5	97	9.4	87	9.8	91	10.0	93	10.2	94
\$10,000 - \$14,999	16.4	16.5	100	15.5	94	18.3	111	16.9	103	16.5	100	16.2	99
UNDER \$10,000	23.2	23.0	99	19.2	83	27.4	118	23.5	101	21.4	92	21.8	94
RESIDENCE RENTED	34.7	33.7	97	30.3	87	32.9	95	36.2	104	27.4	79	30.0	86
RESIDENCE OWNED	65.3	66.3	102	69.7	107	67.1	103	63.8	98	72.6	111	70.0	107
VALUE: \$80,000 OR MORE	17.5	16.0	91	19.7	112	16.1	92	13.9	79	19.8	113	18.3	104
VALUE: \$50,000 - \$79,999	19.9	20.7	104	22.0	110	20.8	105	19.8	99	23.2	117	22.0	111
VALUE: \$40,000 - \$49,999	7.4	8.0	108	7.7	105	7.8	106	7.4	101	8.2	112	8.2	112
VALUE: \$20,000 - \$39,999	14.9	15.7	105	15.1	102	16.3	110	15.9	107	16.3	109	15.8	106
VALUE: UNDER \$20,000	5.6	5.9	105	5.2	94	6.0	108	6.8	121	5.0	90	5.7	102
AT PRESENT ADDRESS UNDER 1YR	17.0	16.1	95	16.1	95	14.8	87	18.7	110	13.1	77	14.7	87
1 - 4 YEARS	24.9	25.0	101	24.2	97	23.8	96	26.3	106	22.7	91	23.5	94
5 - 10 YEARS	23.0	23.4	102	24.7	108	23.1	101	24.5	107	23.0	100	23.5	102
11 YEARS OR MORE	34.3	34.7	101	34.1	99	37.5	109	29.8	87	40.4	118	37.4	109
HOUSEHOLD OF 1 PERSON	22.7	15.8	69	12.6	55	16.2	71	12.9	57	17.9	79	17.1	75
2 PEOPLE	31.7	30.3	96	25.4	80	29.8	94	26.0	82	33.5	106	31.5	99
3 OR 4 PEOPLE	33.5	37.5	112	42.2	126	36.7	110	41.7	125	34.5	103	36.5	109
5 OR MORE PEOPLE	12.1	16.5	136	19.8	164	17.3	143	19.3	160	14.1	117	14.9	124
NO CHILD IN HOUSEHOLD	60.6	54.3	90	45.0	74	52.2	86	45.2	75	59.6	98	56.2	93
CHILD(REN) 5 YEARS & UNDER	17.9	19.9	111	24.8	138	22.9	128	25.5	142	17.0	95	19.9	111
6 - 11 YEARS	17.4	21.0	121	26.8	154	23.4	135	26.7	154	18.4	106	19.8	114
12 - 17 YEARS	19.1	23.4	122	27.8	145	24.2	126	27.4	143	21.3	111	22.0	115
HEAD OF HSHLD AGE 18 - 24	6.6	5.9	89	5.4	81	4.8	73	7.6	115	4.4	66	5.0	76
25 - 34	22.7	23.2	102	24.2	107	21.1	93	27.3	121	18.6	82	21.0	93
35 - 44	19.2	21.2	110	24.0	125	19.7	103	23.8	124	18.6	97	19.8	103
45 - 54	14.9	15.3	103	15.7	106	14.4	97	15.5	104	16.2	109	15.8	106
55 - 64	15.6	16.1	104	14.3	92	16.4	105	12.6	81	17.8	114	17.4	112
65 OR OLDER	21.0	18.2	87	16.5	79	23.5	112	13.2	63	24.5	116	21.0	100
18 - 34	29.3	29.1	99	29.5	101	26.0	89	35.0	119	23.0	78	26.0	89
18 - 49	55.9	58.1	104	61.6	110	53.3	95	66.1	118	49.7	89	53.8	96
25 - 54	56.8	59.7	105	63.9	112	55.3	97	66.6	117	53.3	94	56.6	100
35 - 49	26.6	29.0	109	32.0	120	27.3	103	31.2	117	26.7	100	27.8	105
50 OR OLDER	44.1	41.9	95	38.4	87	46.7	106	33.9	77	50.3	114	46.2	105
HEAD OF HSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	7.5	80	9.8	105	7.9	84	7.9	85	9.1	97	8.9	95
TECH/CLERICAL/SALES	9.4	9.0	95	10.1	107	8.0	84	8.1	85	9.9	105	9.3	98
PRECISION/CRAFT	16.3	15.0	92	15.9	98	13.5	83	17.1	105	14.8	91	15.4	95
OTHER EMPLOYED	11.4	13.1	115	13.2	116	11.4	100	13.1	115	11.2	98	12.3	108
NOT EMPLOYED	20.9	23.8	114	22.4	107	21.4	102	24.3	116	19.9	95	21.6	103
	32.6	31.6	97	28.5	88	37.9	116	29.4	90	35.1	108	32.5	100
HEAD OF HSHLD GRADUATED COLLEGE	20.1	16.3	81	20.5	102	17.0	85	16.3	81	19.7	98	19.0	95
ATTENDED COLLEGE	15.8	14.8	94	16.3	103	14.6	92	16.2	103	15.8	100	15.4	97
GRADUATED HIGH SCHOOL	34.6	37.2	108	35.3	102	32.9	95	37.4	108	34.6	100	35.4	102
DID NOT GRADUATE HIGH SCHOOL	29.5	31.6	107	27.8	94	35.4	120	30.1	102	29.9	101	30.2	102

RELATIVE VOLUME OF CONSUMPTION
CEREALS, RICE, PASTA, PIZZA, FRUITS & VEGETABLES (P-20)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	PASTA, SPAGH. MAC./NOODLES, DRY, PKGDS.		PIZZA, FROZEN		POTATOES, FROZEN		POTATOES, PACKAGED INSTANT		RICE		SPAGHETTI & MACARONI PROD. (CANNED)	
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
NORTHEAST - CENSUS	21.3	28.6	134	18.4	86	24.1	113	21.5	101	21.5	101	23.0	108
NORTH CENTRAL	25.7	26.2	102	31.9	124	26.7	104	27.2	106	21.3	83	27.9	108
SOUTH	33.9	29.6	87	36.4	107	34.0	100	37.0	109	36.7	109	35.9	106
WEST	19.1	15.6	82	13.3	70	15.3	80	14.3	75	20.4	107	13.2	69
NORTHEAST - MKTG.	22.5	28.5	127	20.0	89	25.1	112	23.5	104	23.0	102	24.4	108
EAST CENTRAL	14.7	15.5	106	14.2	97	15.6	106	16.5	112	11.2	76	16.7	114
WEST CENTRAL	17.3	17.3	100	23.4	135	17.1	99	17.3	100	15.1	87	17.6	102
SOUTH	29.7	25.9	87	31.9	108	29.3	99	30.7	103	33.4	113	30.7	104
PACIFIC	15.8	12.7	81	10.5	66	12.8	81	12.0	76	17.3	109	10.5	66
COUNTY SIZE A	40.9	41.8	102	37.7	92	39.6	97	40.8	100	44.1	108	39.4	96
COUNTY SIZE B	29.8	29.8	100	28.9	97	30.4	102	28.1	94	29.6	100	29.3	98
COUNTY SIZE C	15.2	15.6	102	16.1	106	15.4	101	15.9	105	13.3	88	15.8	104
COUNTY SIZE D	14.1	12.8	90	17.4	123	14.5	103	15.2	107	13.0	92	15.5	109
METRO CENTRAL CITY	32.1	30.4	95	28.4	89	30.5	95	29.0	91	34.2	107	30.5	95
METRO SUBURBAN	43.7	46.5	106	43.8	100	44.0	101	45.2	104	44.1	101	43.2	99
NON-METRO	24.2	23.1	95	27.8	115	25.5	105	25.7	106	21.7	90	26.3	109
TOP 5 ADI'S	23.2	25.8	111	19.9	86	22.8	98	23.9	103	25.8	111	22.2	96
TOP 10 ADI'S	31.9	34.1	107	28.5	89	30.7	96	31.3	98	34.5	108	31.5	99
TOP 20 ADI'S	45.6	47.0	103	41.6	91	44.1	97	44.6	98	48.3	106	43.1	94
HSHLD INC. \$50,000 OR MORE	8.0	9.2	115	8.4	105	8.6	107	7.3	91	10.0	124	6.4	79
\$40,000 OR MORE	15.7	18.3	117	16.7	107	17.2	110	14.3	91	19.0	121	13.4	86
\$30,000 OR MORE	29.6	33.9	114	32.4	110	32.3	109	27.5	93	34.5	117	26.1	88
\$25,000 OR MORE	38.9	44.3	114	41.8	107	42.5	109	36.2	93	44.0	113	36.3	93
\$20,000 - \$24,999	10.6	11.0	103	10.8	101	11.3	106	11.1	104	9.5	89	10.8	101
\$15,000 - \$19,999	10.8	10.1	94	10.9	100	10.5	97	10.3	95	9.3	86	10.7	99
\$10,000 - \$14,999	16.4	15.3	93	16.7	102	15.6	95	17.7	108	15.3	93	17.3	105
UNDER \$10,000	23.2	19.3	83	19.8	85	20.1	87	24.7	107	21.9	94	24.9	107
RESIDENCE RENTED	34.7	31.9	92	32.0	92	33.1	95	34.6	100	33.5	96	38.3	110
RESIDENCE OWNED	65.3	68.1	104	68.0	104	66.9	102	65.4	100	66.5	102	61.7	95
VALUE: \$80,000 OR MORE	17.5	19.5	111	16.6	95	17.2	98	15.8	90	20.7	118	13.2	75
VALUE: \$50,000 - \$79,999	19.9	21.6	108	21.5	108	21.4	107	20.4	102	20.5	103	19.0	95
VALUE: \$40,000 - \$49,999	7.4	7.5	103	8.2	112	7.3	100	6.8	93	6.8	92	7.4	100
VALUE: \$20,000 - \$39,999	14.9	14.4	97	15.3	102	15.3	103	15.8	106	13.9	94	16.0	107
VALUE: UNDER \$20,000	5.6	5.1	92	6.4	115	5.7	101	6.6	119	4.6	82	6.1	110
AT PRESENT ADDRESS UNDER 1YR	17.0	16.2	95	17.3	102	16.4	96	16.7	98	17.0	100	18.2	107
1 - 4 YEARS	24.9	24.5	98	24.4	98	25.5	102	25.7	103	24.3	97	26.9	108
5 - 10 YEARS	23.0	24.3	106	25.0	109	25.6	112	22.4	98	24.0	105	23.9	104
11 YEARS OR MORE	34.3	34.3	100	32.4	94	31.8	93	34.6	101	33.8	98	30.0	88
HOUSEHOLD OF 1 PERSON	22.7	12.8	56	14.1	62	12.8	56	15.3	67	14.2	63	13.3	58
2 PEOPLE	31.7	28.3	89	25.5	81	26.8	85	29.2	92	28.9	91	23.2	73
3 OR 4 PEOPLE	33.5	40.0	120	40.2	120	41.0	122	37.8	113	39.4	118	43.3	129
5 OR MORE PEOPLE	12.1	18.9	156	20.2	167	19.4	161	17.6	146	17.5	145	20.3	168
NO CHILD IN HOUSEHOLD	60.6	49.8	82	46.8	77	45.9	76	51.4	85	50.9	84	42.1	69
CHILD(REN) 5 YEARS & UNDER	17.9	22.2	124	20.1	112	23.3	130	21.9	122	22.2	124	27.8	155
6 - 11 YEARS	17.4	23.7	137	25.3	146	25.2	145	22.0	127	23.2	133	28.0	161
12 - 17 YEARS	19.1	26.6	139	30.4	159	28.4	148	25.0	130	25.4	133	27.3	143
HEAD OF HSHLD AGE 18 - 24	6.6	5.7	86	7.4	112	6.6	99	6.9	104	5.3	80	7.5	114
25 - 34	22.7	24.3	107	23.3	103	25.2	111	22.5	99	22.8	101	27.3	121
35 - 44	19.2	22.7	118	25.2	131	24.9	129	21.7	113	22.3	116	22.9	119
45 - 54	14.9	16.8	113	17.4	117	16.8	113	16.0	107	16.7	112	14.6	98
55 - 64	15.6	15.3	98	14.2	91	13.2	85	15.9	102	15.0	96	12.8	82
65 OR OLDER	21.0	15.2	72	12.5	60	13.4	64	17.0	81	17.9	85	14.9	71
18 - 34	29.3	30.0	102	30.6	105	31.8	109	29.4	100	28.1	96	34.9	119
18 - 49	55.9	61.2	110	64.7	116	65.1	116	59.5	106	58.8	105	65.5	117
25 - 54	56.8	63.8	112	65.9	116	66.9	118	60.2	106	61.9	109	64.8	114
35 - 49	26.6	31.2	117	34.0	128	33.3	125	30.1	113	30.7	115	30.7	115
50 OR OLDER	44.1	38.8	88	35.3	80	34.9	79	40.5	92	41.2	93	34.5	78
HEAD OF HSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	9.8	105	8.6	92	7.9	84	7.2	77	10.8	116	7.5	80
TECH/CLERICAL/SALES	16.3	16.5	101	17.8	109	17.1	105	15.2	94	15.4	95	15.4	95
PRECISION/CRAFT	11.4	13.7	120	13.4	117	13.8	121	12.1	106	12.0	105	14.0	123
OTHER EMPLOYED	20.9	22.2	106	24.1	115	24.5	117	24.3	116	20.6	98	24.4	117
NOT EMPLOYED	32.6	27.5	84	25.8	79	26.5	81	32.5	100	30.7	94	31.2	96
HEAD OF HSHLD GRADUATED COLLEGE	20.1	20.2	101	18.5	92	17.8	89	16.1	80	22.5	112	15.8	79
ATTENDED COLLEGE	15.8	15.7	99	15.7	99	15.7	99	14.0	88	16.4	104	15.1	95
GRADUATED HIGH SCHOOL	34.6	36.4	105	38.0	110	38.8	112	37.3	108	31.8	92	36.0	104
DID NOT GRADUATE HIGH SCHOOL	29.5	27.7	94	27.8	94	27.7	94	32.7	111	29.3	99	33.1	112

RELATIVE VOLUME OF CONSUMPTION
CEREALS, RICE, PASTA, PIZZA, FRUITS & VEGETABLES (P-20)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	SPAGHETTI SAUCE (IN JARS OR CANS)		VEGETABLES, CANNED OR JARRED		VEGETABLES, FROZEN CORN- ON-COB		VEG., FROZEN (EXCL. POT., CORN-ON-COB)					
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX				
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100				
NORTHEAST - CENSUS	21.3	31.3	147	20.1	94	20.8	98	26.3	123				
NORTH CENTRAL	25.7	24.9	97	27.8	108	15.2	59	24.1	94				
SOUTH	33.9	30.2	89	37.1	110	46.3	137	30.8	91				
WEST	19.1	13.7	72	15.0	78	17.6	92	18.8	99				
NORTHEAST - MKTG.	22.5	31.8	141	20.9	93	23.6	105	27.8	124				
EAST CENTRAL	14.7	16.5	112	16.2	110	9.9	67	15.0	102				
WEST CENTRAL	17.3	15.0	87	18.4	107	10.6	61	15.5	90				
SOUTH	29.7	25.3	85	32.6	110	41.1	139	26.0	88				
PACIFIC	15.8	11.4	72	11.9	75	14.7	93	15.7	99				
COUNTY SIZE A	40.9	43.0	105	36.8	90	45.3	111	45.4	111				
COUNTY SIZE B	29.8	30.1	101	31.0	104	28.1	95	29.7	100				
COUNTY SIZE C	15.2	15.0	98	16.4	108	13.7	90	14.2	93				
COUNTY SIZE D	14.1	11.9	84	15.8	112	12.9	91	10.7	75				
METRO CENTRAL CITY	32.1	31.2	97	29.3	91	37.4	117	31.7	99				
METRO SUBURBAN	43.7	46.6	107	44.1	101	39.8	91	48.8	112				
NON-METRO	24.2	22.3	92	26.6	110	22.8	94	19.5	80				
TOP 5 ADI'S	23.2	26.4	114	19.0	82	27.3	118	26.8	116				
TOP 10 ADI'S	31.9	34.9	109	27.9	87	37.1	116	35.9	112				
TOP 20 ADI'S	45.6	47.9	105	40.7	89	47.9	105	49.7	109				
HSGLD INC. \$50,000 OR MORE	8.0	8.7	109	7.6	95	6.4	80	11.0	136				
\$40,000 OR MORE	15.7	16.8	107	15.4	98	13.2	84	21.0	134				
\$30,000 OR MORE	29.6	32.0	108	30.1	102	24.7	84	37.6	127				
\$25,000 OR MORE	38.9	42.6	110	40.1	103	33.0	85	48.4	124				
\$20,000 - \$24,999	10.8	11.2	105	11.1	104	10.8	102	10.7	101				
\$15,000 - \$19,999	10.8	10.8	100	10.6	98	10.1	93	10.4	96				
\$10,000 - \$14,999	16.4	15.5	94	16.4	100	18.3	111	13.8	84				
UNDER \$10,000	23.2	19.9	86	21.8	94	27.9	120	16.6	72				
RESIDENCE RENTED	34.7	34.3	99	31.9	92	39.7	114	29.5	85				
RESIDENCE OWNED	65.3	65.7	101	68.1	104	60.3	92	70.5	108				
VALUE: \$80,000 OR MORE	17.5	18.0	103	16.2	92	14.9	85	22.5	129				
VALUE: \$50,000 - \$79,999	19.9	21.0	106	21.1	106	17.5	88	23.3	117				
VALUE: \$40,000 - \$49,999	7.4	7.6	103	7.9	108	7.1	97	7.3	99				
VALUE: \$20,000 - \$39,999	14.9	13.9	93	16.7	112	15.2	102	13.2	89				
VALUE: UNDER \$20,000	5.6	5.1	91	6.2	111	5.5	99	4.1	74				
AT PRESENT ADDRESS UNDER 1YR	17.0	16.1	95	16.3	96	16.3	96	15.0	88				
1 - 4 YEARS	24.9	25.8	104	25.1	101	28.2	113	23.9	96				
5 - 10 YEARS	23.0	24.5	107	23.5	102	24.6	107	24.8	108				
11 YEARS OR MORE	34.3	32.9	96	34.5	100	30.4	89	35.4	103				
HOUSEHOLD OF 1 PERSON	22.7	14.1	62	14.8	65	17.8	78	16.0	71				
2 PEOPLE	31.7	28.0	88	29.6	93	28.6	90	31.1	98				
3 OR 4 PEOPLE	33.5	39.9	119	39.3	117	37.5	112	37.8	113				
5 OR MORE PEOPLE	12.1	18.0	149	16.4	135	16.1	134	15.0	124				
NO CHILD IN HOUSEHOLD	60.6	49.6	82	51.8	85	51.7	85	55.2	91				
CHILD(REN) 5 YEARS & UNDER	17.9	21.7	121	22.0	122	23.4	130	19.4	108				
6 - 11 YEARS	17.4	23.8	137	21.9	126	23.3	134	20.4	117				
12 - 17 YEARS	19.1	26.7	140	24.3	127	23.4	122	23.2	121				
HEAD OF HSHLD AGE 18 - 24	6.6	6.3	96	6.1	93	6.4	96	4.8	73				
25 - 34	22.7	23.8	105	23.8	105	24.8	109	22.3	98				
35 - 44	19.2	23.5	122	21.2	110	21.8	113	22.3	116				
45 - 54	14.9	17.2	116	16.0	107	15.0	101	16.7	112				
55 - 64	15.6	14.2	91	15.5	100	13.7	88	16.6	107				
65 OR OLDER	21.0	15.0	71	17.4	83	18.3	87	17.3	82				
18 - 34	29.3	30.1	103	29.9	102	31.2	106	27.2	93				
18 - 49	55.9	62.6	112	59.0	106	60.5	108	57.8	103				
25 - 54	56.8	64.5	111	60.9	107	61.6	109	61.3	108				
35 - 49	26.6	32.5	122	29.1	109	29.3	110	30.7	115				
50 OR OLDER	44.1	37.4	85	41.0	93	39.5	90	42.2	96				
HEAD OF HSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	8.9	95	7.9	84	6.6	71	10.9	116				
TECH/CLERICAL/SALES	9.4	10.1	107	8.9	94	8.2	87	11.7	124				
PRECISION/CRAFT	16.3	16.6	102	15.5	96	15.0	92	18.1	111				
OTHER EMPLOYED	11.4	13.0	114	13.8	121	11.9	105	12.2	107				
NOT EMPLOYED	20.9	23.3	111	23.7	113	24.8	118	19.9	95				
	32.6	28.1	86	30.1	92	33.5	103	27.2	84				
HEAD OF HSHLD GRADUATED COLLEGE	20.1	19.2	95	16.7	83	14.1	70	24.0	119				
ATTENDED COLLEGE	15.8	14.9	94	15.6	98	14.3	90	17.3	109				
GRADUATED HIGH SCHOOL	34.6	37.7	109	37.5	109	36.2	105	35.4	102				
DID NOT GRADUATE HIGH SCHOOL	29.5	28.2	96	30.2	102	35.4	120	23.3	79				

RELATIVE VOLUME OF CONSUMPTION
SOUPS, MEAT, FISH, CONDIMENTS & DRESSINGS (P-21)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	BARBECUE SAUCE, BOTTLED		SEASONING SAUCE, BOTTLED		CATSUP		COLD CUTS		COOKING SPRAY NON-STICK		FRANKFURTERS & WIENERS	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
NORTHEAST - CENSUS	21.3	17.6	83	23.4	110	22.9	107	26.5	124	21.5	101	21.1	99
NORTH CENTRAL	25.7	27.3	106	26.8	104	27.3	106	27.4	107	24.1	94	26.9	105
SOUTH	33.9	38.5	114	32.8	97	35.5	105	31.8	94	36.2	107	35.7	105
WEST	19.1	16.6	87	17.0	89	14.3	75	14.2	75	18.3	96	16.3	85
NORTHEAST - MKTG.	22.5	17.7	79	24.0	107	23.6	105	26.6	118	23.6	105	21.7	96
EAST CENTRAL	14.7	15.3	104	15.4	105	16.3	111	17.8	121	13.9	95	15.8	108
WEST CENTRAL	17.3	17.9	104	17.6	102	17.6	102	16.8	97	16.1	93	17.6	102
SOUTH	29.7	35.3	119	28.6	96	31.0	104	27.3	92	30.9	104	31.7	107
PACIFIC	15.8	13.8	87	14.4	91	11.6	73	11.5	73	15.6	99	13.2	84
COUNTY SIZE A	40.9	38.9	95	43.4	106	38.8	95	41.5	101	40.4	99	38.0	93
COUNTY SIZE B	29.8	29.4	99	29.2	98	29.8	100	30.2	101	30.9	104	31.3	105
COUNTY SIZE C	15.2	15.8	104	13.6	90	15.6	102	15.2	100	15.5	102	15.8	104
COUNTY SIZE D	14.1	16.0	113	13.8	97	15.9	112	13.2	93	13.3	94	14.9	105
METRO CENTRAL CITY	32.1	30.9	96	32.0	100	30.5	95	29.8	93	30.7	96	30.3	94
METRO SUBURBAN	43.7	42.1	96	45.3	104	42.8	98	46.6	107	45.1	103	44.2	101
NON-METRO	24.2	27.0	111	22.8	94	26.8	111	23.7	98	24.2	100	25.6	106
TOP 5 ADI'S	23.2	20.9	90	25.8	112	22.2	96	24.5	106	23.1	100	21.4	92
TOP 10 ADI'S	31.9	28.3	89	34.0	107	30.5	96	33.1	104	33.5	105	29.0	91
TOP 20 ADI'S	45.6	42.1	92	47.7	104	43.3	95	46.2	101	45.7	100	42.8	94
MSHLD INC. \$50,000 OR MORE	8.0	7.8	97	8.8	110	7.3	91	8.6	107	9.6	119	7.7	96
\$40,000 OR MORE	15.7	16.0	102	17.2	110	14.9	95	17.2	110	17.6	112	15.4	98
\$30,000 OR MORE	29.6	30.0	101	32.8	111	29.4	99	33.0	112	32.3	109	29.7	100
\$25,000 OR MORE	38.9	40.3	104	44.2	114	39.0	100	43.3	111	41.7	107	39.4	101
\$20,000 - \$24,999	10.6	11.3	106	11.1	104	11.2	106	11.1	104	11.4	107	10.6	100
\$15,000 - \$19,999	10.8	10.3	95	9.7	90	10.7	99	10.8	100	10.1	93	10.3	95
\$10,000 - \$14,999	16.4	16.1	98	16.8	102	16.3	99	15.5	95	16.0	97	17.4	106
UNDER \$10,000	23.2	22.0	95	18.3	79	22.8	98	19.3	83	20.8	90	22.4	96
RESIDENCE RENTED	34.7	34.0	98	34.0	98	34.8	100	32.4	93	26.2	75	33.1	95
RESIDENCE OWNED	65.3	66.0	101	66.0	101	65.2	100	67.6	104	73.8	113	66.9	102
VALUE: \$80,000 OR MORE	17.5	16.0	91	18.5	106	15.7	90	17.9	102	21.2	121	16.2	93
VALUE: \$50,000 - \$79,999	19.9	21.0	105	21.1	106	20.1	101	21.8	109	24.1	121	20.7	104
VALUE: \$40,000 - \$49,999	7.4	7.7	105	6.8	93	7.4	101	7.8	106	8.3	113	8.2	112
VALUE: \$20,000 - \$39,999	14.9	15.1	102	13.9	93	15.7	105	14.8	99	14.9	100	15.7	106
VALUE: UNDER \$20,000	5.6	6.1	110	5.5	99	6.3	112	5.3	95	5.3	95	6.0	107
AT PRESENT ADDRESS UNDER 1YR	17.0	18.0	106	16.7	98	16.6	98	16.7	98	12.5	73	16.6	98
1 - 4 YEARS	24.9	26.3	106	26.7	107	25.9	104	24.1	97	21.5	86	24.9	100
5 - 10 YEARS	23.0	23.8	103	24.4	106	23.6	103	24.6	107	25.4	110	24.2	106
11 YEARS OR MORE	34.3	31.3	91	31.5	92	33.1	97	33.8	98	40.0	116	33.4	97
HOUSEHOLD OF 1 PERSON	22.7	13.4	59	14.3	63	14.4	63	13.3	59	17.8	78	13.6	60
2 PEOPLE	31.7	28.0	88	28.8	91	26.9	85	27.2	86	34.7	110	27.2	86
3 OR 4 PEOPLE	33.5	40.6	121	40.7	122	40.2	120	41.0	123	35.5	106	39.7	118
5 OR MORE PEOPLE	12.1	18.0	149	16.2	134	18.6	154	18.4	152	11.9	99	19.6	162
NO CHILD IN HOUSEHOLD	60.6	47.8	79	50.2	83	48.9	81	48.8	80	61.2	101	47.9	79
CHILD(REN) 5 YEARS & UNDER	17.9	23.4	130	21.4	119	23.0	128	21.7	121	16.0	89	23.8	133
6 - 11 YEARS	17.4	24.0	138	22.4	129	23.9	137	23.9	137	17.0	98	24.8	143
12 - 17 YEARS	19.1	26.9	140	25.5	133	26.4	138	27.2	142	19.9	104	26.6	139
HEAD OF MSHLD AGE 18 - 24	6.6	6.7	101	6.5	98	6.7	101	5.8	88	4.0	60	5.9	89
25 - 34	22.7	26.3	116	25.8	114	24.0	106	24.0	106	19.4	86	23.8	105
35 - 44	19.2	22.3	116	22.1	115	22.7	118	23.7	123	19.2	100	23.3	121
45 - 54	14.9	16.6	112	17.1	115	16.6	112	17.8	120	16.3	110	15.8	106
55 - 64	15.6	14.1	91	14.2	91	14.5	93	14.7	95	18.8	121	15.2	98
65 OR OLDER	21.0	13.9	66	14.4	68	15.5	74	13.9	66	22.3	106	16.0	76
18 - 34	29.3	33.0	113	32.3	110	30.7	105	29.8	102	23.4	80	29.7	101
35 - 44	55.9	63.9	114	63.1	113	62.1	111	62.7	112	51.5	92	61.1	109
45 - 54	56.8	65.2	115	65.0	114	63.3	111	65.5	115	54.9	97	62.9	111
55 - 64	26.6	30.9	116	30.8	116	31.3	118	32.9	124	28.1	106	31.4	118
65 OR OLDER	44.1	36.1	82	36.9	84	37.9	86	37.3	85	48.5	110	38.9	88
HEAD OF MSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	8.2	87	8.9	95	8.0	85	8.7	93	9.1	97	8.0	86
TECH/CLERICAL/SALES	9.4	9.1	97	10.6	112	9.0	96	9.4	100	9.7	103	8.9	94
PRECISION/CRAFT	16.3	16.7	103	16.8	103	15.7	96	16.5	101	16.0	98	16.2	100
OTHER EMPLOYED	11.4	13.6	119	14.0	122	13.3	116	14.5	127	11.2	98	13.3	117
NOT EMPLOYED	20.9	24.0	115	22.6	108	24.5	117	24.2	116	20.3	97	23.8	114
	32.6	28.3	87	27.2	83	29.5	91	26.7	82	33.7	104	29.7	91
HEAD OF MSHLD GRADUATED COLLEGE	20.1	18.1	90	19.6	97	16.9	84	17.5	87	19.3	96	16.7	83
ATTENDED COLLEGE	15.8	16.2	102	17.1	108	15.0	95	15.4	97	14.6	92	15.4	97
GRADUATED HIGH SCHOOL	34.6	36.9	107	36.6	106	36.9	107	38.3	111	37.6	109	36.7	106
DID NOT GRADUATE HIGH SCHOOL	29.5	28.8	98	26.7	90	31.2	106	28.7	97	28.6	97	31.1	106

RELATIVE VOLUME OF CONSUMPTION
SOUPS, MEAT, FISH, CONDIMENTS & DRESSINGS (P-21)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	FROZEN MAIN COURSES		HAM, CANNED		SALAD DRESSING DRY MIX		SALAD DRESSING, LIQUID PREP'D		MAYO AND MAYO TYPE SALAD DRESSING		SALAD OR COOKING OIL	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
NORTHEAST - CENSUS	21.9	25.3	118	22.6	106	24.4	114	25.5	120	23.1	108	22.3	104
NORTH CENTRAL	25.7	24.1	94	21.8	85	22.4	87	26.6	104	23.8	92	24.2	94
SOUTH	33.9	31.8	94	35.4	105	25.4	75	31.9	94	35.6	105	37.5	111
WEST	19.1	18.9	99	20.1	105	27.9	146	16.0	84	17.6	92	16.1	84
NORTHEAST - MKTG.	22.5	26.9	120	24.3	108	24.8	110	26.6	118	24.1	107	23.0	102
EAST CENTRAL	14.7	14.0	96	10.1	69	12.8	87	16.1	109	14.2	97	13.8	94
WEST CENTRAL	17.3	15.3	88	15.8	91	16.5	95	17.1	99	15.8	91	16.1	93
SOUTH	29.7	27.3	92	31.5	106	22.3	75	27.1	91	31.3	106	33.8	114
PACIFIC	15.8	16.5	104	18.2	115	23.6	149	13.1	83	14.6	92	13.2	84
COUNTY SIZE A	40.9	47.0	115	40.3	99	45.3	111	42.5	104	40.7	100	39.9	98
COUNTY SIZE B	29.8	31.4	105	28.5	96	29.2	98	29.6	99	29.5	99	29.8	100
COUNTY SIZE C	15.2	13.3	88	17.8	117	15.4	101	15.1	99	16.0	105	14.7	97
COUNTY SIZE D	14.1	8.2	58	13.4	95	10.1	72	12.8	91	13.8	98	15.6	110
METRO CENTRAL CITY	32.1	35.3	110	29.6	92	32.6	102	30.4	95	31.9	99	31.7	99
METRO SUBURBAN	43.7	47.2	108	45.4	104	47.6	109	46.6	107	43.1	99	42.8	98
NON-METRO	24.2	17.5	72	25.0	103	19.8	82	23.0	95	25.0	103	25.5	105
TOP 5 ADI'S	23.2	27.4	118	26.2	113	28.4	123	24.4	105	23.3	100	23.1	100
TOP 10 ADI'S	31.9	36.6	115	35.1	110	37.0	116	33.5	105	32.2	101	31.0	97
TOP 20 ADI'S	45.6	50.2	110	45.9	101	50.9	112	46.8	103	45.2	99	44.8	98
HSNLD INC. \$50,000 OR MORE	8.0	10.6	132	7.8	98	12.1	151	10.2	127	8.3	103	7.8	97
\$40,000 OR MORE	15.7	19.1	122	15.9	102	22.3	143	19.2	123	16.4	105	15.2	97
\$30,000 OR MORE	29.6	34.4	116	31.6	107	39.9	135	35.4	120	30.9	105	29.7	100
\$25,000 OR MORE	38.9	44.2	114	42.3	109	50.9	131	45.6	117	40.5	104	39.5	102
\$20,000 - \$24,999	10.6	11.1	105	10.1	95	10.5	99	10.7	101	10.2	96	10.8	101
\$15,000 - \$19,999	10.8	11.0	102	10.4	96	9.6	89	10.8	100	10.7	99	10.4	97
\$10,000 - \$14,999	16.4	14.7	89	16.7	102	13.6	83	14.8	90	16.0	97	16.1	98
UNDER \$10,000	23.2	19.0	82	20.5	88	15.3	66	18.1	78	22.5	97	23.2	100
RESIDENCE RENTED	34.7	34.9	101	29.7	85	30.7	88	30.6	88	34.4	99	34.8	100
RESIDENCE OWNED	65.3	65.1	100	70.3	108	69.3	106	69.4	106	65.6	101	65.2	100
VALUE: \$80,000 OR MORE	17.5	20.1	115	20.5	117	24.6	140	19.9	113	17.6	100	16.7	95
VALUE: \$50,000 - \$79,999	19.9	20.9	105	21.5	108	22.5	113	22.2	111	20.4	102	20.3	102
VALUE: \$40,000 - \$49,999	7.4	6.6	90	7.8	106	6.9	94	7.9	108	7.4	100	7.4	101
VALUE: \$20,000 - \$39,999	14.9	12.6	85	14.6	98	11.5	77	14.8	100	14.8	100	15.5	104
VALUE: UNDER \$20,000	5.6	4.8	86	5.9	106	3.9	70	4.6	82	5.5	98	5.4	96
AT PRESENT ADDRESS UNDER 1YR	17.0	16.5	97	14.6	86	14.8	87	15.5	91	16.5	97	16.7	98
1 - 4 YEARS	24.9	24.1	97	22.5	90	23.4	94	24.4	98	25.3	101	25.6	103
5 - 10 YEARS	23.0	24.0	104	24.4	106	26.6	116	24.3	106	23.9	104	23.9	104
11 YEARS OR MORE	34.3	34.7	101	37.4	109	34.3	100	35.0	102	33.6	98	33.0	96
HOUSEHOLD OF 1 PERSON	22.7	24.9	109	16.0	71	12.9	57	15.0	66	15.8	70	15.1	66
2 PEOPLE	31.7	29.8	94	30.6	97	32.7	103	29.8	94	28.1	89	28.7	91
3 OR 4 PEOPLE	33.5	33.6	100	36.5	109	39.9	119	39.1	117	38.8	116	39.0	116
5 OR MORE PEOPLE	12.1	11.7	97	16.8	139	14.5	120	16.2	134	17.3	143	17.3	143
NO CHILD IN HOUSEHOLD	60.6	61.9	102	54.1	89	53.1	88	53.0	87	51.6	85	51.2	85
CHILD(REN) 5 YEARS & UNDER	17.9	14.8	82	18.1	101	18.7	105	18.9	105	21.1	117	21.7	121
6 - 11 YEARS	17.4	16.5	95	22.2	127	20.3	117	21.5	124	22.3	129	23.1	133
12 - 17 YEARS	19.1	19.7	103	24.9	130	25.4	133	25.4	133	25.4	133	24.9	130
HEAD OF HSHLD AGE 18 - 24	6.6	6.3	95	4.5	68	4.9	74	5.5	83	6.4	97	5.7	86
25 - 34	22.7	23.2	102	20.2	89	22.6	100	22.5	99	22.9	101	23.3	103
35 - 44	19.2	19.5	101	21.4	111	22.7	118	22.5	117	21.7	113	22.7	118
45 - 54	14.9	16.5	111	17.8	119	16.5	111	18.1	121	16.9	114	16.0	108
55 - 64	15.6	15.7	101	17.0	109	17.1	110	15.7	101	15.1	97	15.3	99
65 OR OLDER	21.0	18.8	90	19.1	91	16.1	77	15.8	75	16.9	80	16.9	80
18 - 34	29.3	29.5	101	24.7	84	27.5	94	28.0	96	29.4	100	29.0	99
18 - 49	55.9	57.6	103	54.6	98	58.9	105	60.0	107	59.9	107	59.8	107
25 - 54	56.8	59.2	104	59.4	105	61.8	109	63.0	111	61.5	108	62.1	109
35 - 49	26.6	28.1	106	29.8	112	31.4	118	32.0	120	30.5	115	30.7	116
50 OR OLDER	44.1	42.4	96	45.4	103	41.1	93	40.0	91	40.1	91	40.2	91
HEAD OF HSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	10.5	113	7.6	82	10.6	113	10.1	108	8.5	91	8.5	91
TECH/CLERICAL/SALES	9.4	11.0	116	9.6	102	12.9	136	10.4	110	9.1	96	8.9	94
PRECISION/CRAFT	16.3	19.9	122	16.5	102	19.0	117	17.7	109	16.2	99	15.6	96
OTHER EMPLOYED	11.4	10.9	95	12.5	110	12.2	107	12.9	113	13.0	114	12.9	113
NOT EMPLOYED	20.9	17.4	83	21.4	102	18.7	89	21.2	101	23.4	112	23.1	111
	32.6	30.3	93	32.2	99	26.6	82	27.6	85	29.9	92	30.8	95
HEAD OF HSHLD GRADUATED COLLEGE	20.1	24.4	121	17.8	89	25.6	127	21.6	107	18.2	90	18.0	90
ATTENDED COLLEGE	15.8	17.2	108	15.8	100	17.0	107	16.2	102	15.5	98	15.0	95
GRADUATED HIGH SCHOOL	34.6	35.0	101	36.0	104	35.2	102	36.7	106	35.8	103	35.4	102
DID NOT GRADUATE HIGH SCHOOL	29.5	23.5	80	30.3	103	22.2	75	25.6	87	30.6	104	31.6	107

RELATIVE VOLUME OF CONSUMPTION
SOUPS, MEAT, FISH, CONDIMENTS & DRESSINGS (P-21)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	MEAT TENDERIZERS		MUSTARD		PORK SAUSAGES		SOUP, CANNED		SOUP, DRY/ LUNCH MIX/DRY BOUILLON		SUGAR (WHITE GRANULATED)	
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
NORTHEAST - CENSUS	21.3	17.7	83	23.9	112	19.1	90	21.8	102	27.4	129	17.4	81
NORTH CENTRAL	25.7	24.7	96	24.2	94	28.0	109	28.0	109	26.6	104	27.7	108
SOUTH	33.9	40.4	119	35.3	104	38.5	114	32.1	95	23.2	69	42.0	124
WEST	19.1	17.3	90	16.6	87	14.4	75	18.0	94	22.7	119	12.9	68
NORTHEAST - MKTG.	22.5	18.8	83	25.3	112	20.1	89	22.6	100	27.8	123	17.9	80
EAST CENTRAL	14.7	15.4	105	15.2	104	17.4	118	16.4	112	15.5	105	16.2	110
WEST CENTRAL	17.3	16.3	94	15.2	88	17.5	101	18.5	107	18.7	108	18.6	107
SOUTH	29.7	35.5	120	30.4	103	33.5	113	28.1	95	19.0	64	37.4	126
PACIFIC	15.8	14.0	89	13.8	87	11.6	73	14.4	91	19.0	120	9.9	63
COUNTY SIZE A	40.9	37.9	93	41.8	102	36.5	89	39.4	96	46.1	113	34.2	84
COUNTY SIZE B	29.8	31.2	105	29.4	99	30.9	104	30.1	101	28.9	97	29.4	99
COUNTY SIZE C	15.2	16.4	108	15.0	99	15.4	101	15.6	102	14.2	93	16.8	110
COUNTY SIZE D	14.1	14.5	103	13.8	98	17.2	121	14.9	106	10.8	77	19.6	139
METRO CENTRAL CITY	32.1	32.2	100	32.8	102	29.6	92	30.3	95	31.4	98	27.8	87
METRO SUBURBAN	43.7	41.4	95	42.9	98	42.0	96	44.2	101	48.2	110	40.9	94
NON-METRO	24.2	26.4	109	24.3	100	28.4	117	25.5	105	20.4	84	31.3	129
TOP 5 ADI'S	23.2	21.2	91	23.9	103	20.6	89	22.5	97	28.8	124	16.8	73
TOP 10 ADI'S	31.9	29.1	91	33.0	104	28.1	88	30.6	96	37.2	116	25.8	81
TOP 20 ADI'S	45.6	42.0	92	46.2	101	40.8	89	44.0	96	50.9	112	38.8	85
HSMLD INC. \$50,000 OR MORE	8.0	6.7	83	8.2	102	7.2	90	8.1	101	9.3	116	6.3	78
\$40,000 OR MORE	15.7	12.6	80	16.1	103	14.8	95	16.0	102	19.1	122	12.9	83
\$30,000 OR MORE	29.6	25.2	85	30.5	103	29.3	99	30.6	104	34.9	118	26.2	89
\$25,000 OR MORE	38.9	34.4	89	40.0	103	38.5	99	40.5	104	45.3	116	35.3	91
\$20,000 - \$24,999	10.6	11.8	111	11.0	104	10.9	103	10.6	100	11.3	106	11.5	108
\$15,000 - \$19,999	10.8	10.5	97	10.5	97	10.4	96	10.3	95	9.6	89	11.5	107
\$10,000 - \$14,999	16.4	18.2	111	16.3	99	17.0	103	16.5	101	15.6	95	17.7	108
UNDER \$10,000	23.2	25.1	108	22.2	96	23.2	100	22.1	95	18.2	78	24.0	103
RESIDENCE RENTED	34.7	38.4	111	35.5	102	32.1	92	33.2	96	30.9	89	31.2	90
RESIDENCE OWNED	65.3	61.6	94	64.5	99	67.9	104	66.8	102	69.1	106	68.8	105
VALUE: \$80,000 OR MORE	17.5	13.2	75	17.4	99	16.2	92	17.0	97	22.0	125	14.5	82
VALUE: \$50,000 - \$79,999	19.9	18.0	90	19.8	99	20.7	104	20.9	105	21.9	110	20.2	101
VALUE: \$40,000 - \$49,999	7.4	8.0	109	7.4	100	7.7	105	7.7	105	7.9	107	8.5	116
VALUE: \$20,000 - \$39,999	14.9	16.4	111	14.4	97	17.3	116	15.4	104	12.4	84	18.7	125
VALUE: UNDER \$20,000	5.6	5.9	106	5.6	100	6.0	108	5.7	103	4.9	88	7.0	126
AT PRESENT ADDRESS UNDER 1YR	17.0	19.4	114	16.3	96	15.1	89	16.3	96	14.7	86	16.1	95
1 - 4 YEARS	24.9	27.3	110	26.1	105	23.9	96	24.3	98	22.9	92	23.6	95
5 - 10 YEARS	23.0	23.3	101	23.7	103	24.2	105	23.5	102	24.7	108	23.8	104
11 YEARS OR MORE	34.3	29.3	85	33.1	96	35.9	105	34.8	102	37.0	108	35.7	104
HOUSEHOLD OF 1 PERSON	22.7	15.7	69	17.3	76	13.9	61	17.9	79	16.6	73	14.0	62
2 PEOPLE	31.7	31.0	98	29.7	94	30.2	95	29.8	94	30.6	97	29.2	92
3 OR 4 PEOPLE	33.5	38.1	114	37.4	112	38.2	114	36.7	110	37.6	112	38.5	115
5 OR MORE PEOPLE	12.1	15.2	126	15.7	130	17.7	147	15.6	129	15.2	125	18.2	151
NO CHILD IN HOUSEHOLD	60.6	51.4	85	54.1	89	52.0	86	55.2	91	55.4	91	51.0	84
CHILD(REN) 5 YEARS & UNDER	17.9	23.9	133	20.0	112	20.6	115	19.6	109	18.3	102	21.3	119
6 - 11 YEARS	17.4	23.1	133	20.8	120	22.8	131	20.3	117	20.2	116	23.5	135
12 - 17 YEARS	19.1	22.3	116	24.0	125	25.1	131	23.1	121	24.1	126	25.7	135
HEAD OF HSHLD AGE 18 - 24	6.6	7.6	114	6.2	94	5.5	82	6.1	92	4.6	69	6.1	92
25 - 34	22.7	27.9	123	23.2	102	22.3	98	22.4	99	21.1	93	21.5	95
35 - 44	19.2	21.4	111	21.8	113	21.4	111	21.3	111	21.7	113	21.9	114
45 - 54	14.9	13.9	93	16.4	110	16.7	112	15.6	105	17.1	115	15.8	106
55 - 64	15.6	14.1	91	15.3	98	16.1	104	15.5	100	16.3	104	15.9	102
65 OR OLDER	21.0	15.2	72	17.0	81	18.1	86	19.1	91	19.2	91	18.8	89
18 - 34	29.3	35.5	121	29.4	101	27.7	95	28.5	97	25.7	88	27.6	94
18 - 49	55.9	63.6	114	59.7	107	57.3	102	57.7	103	55.9	100	57.5	103
25 - 54	56.8	63.1	111	61.4	108	60.4	106	59.3	104	60.0	106	59.2	104
35 - 49	26.6	28.1	106	30.2	114	29.5	111	29.1	110	30.2	114	29.9	112
50 OR OLDER	44.1	36.4	83	40.3	91	42.7	97	42.3	96	44.1	100	42.5	96
HEAD OF HSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	6.6	70	8.8	95	7.4	79	8.6	92	9.8	105	7.0	75
TECH/CLERICAL/SALES	9.4	7.4	78	9.7	103	8.5	90	9.5	100	10.6	112	7.9	84
PRECISION/CRAFT	16.3	16.6	102	16.3	100	15.0	92	15.8	97	18.1	111	14.6	90
OTHER EMPLOYED	11.4	14.3	126	12.2	107	12.8	112	12.5	110	11.2	98	13.3	117
NOT EMPLOYED	20.9	24.1	115	22.8	109	24.3	116	21.7	104	19.3	92	25.1	120
	32.6	31.0	95	30.1	92	32.2	99	31.9	98	30.9	95	32.1	99
HEAD OF HSHLD GRADUATED COLLEGE	20.1	14.5	72	19.2	96	16.0	79	18.6	93	21.7	108	14.7	73
ATTENDED COLLEGE	15.8	16.1	102	15.4	97	14.9	94	15.5	98	17.3	109	14.6	92
GRADUATED HIGH SCHOOL	34.6	38.8	112	35.2	102	36.3	105	36.2	105	35.5	103	36.5	106
DID NOT GRADUATE HIGH SCHOOL	29.5	30.6	104	30.2	102	32.8	111	29.7	101	25.5	86	34.3	116

RELATIVE VOLUME OF CONSUMPTION
SOUPS, MEAT, FISH, CONDIMENTS & DRESSINGS (P-21)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	SYRUP, PANCAKE & TABLE		TUNA, CANNED		TV DINNERS FROZEN COMPLETE									
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100								
NORTHEAST - CENSUS	21.3	21.9	103	26.0	122	21.8	102								
NORTH CENTRAL	25.7	26.3	102	24.7	96	26.6	103								
SOUTH	33.9	36.3	107	30.0	89	32.9	97								
WEST	19.1	15.5	81	19.3	101	18.8	98								
NORTHEAST - MKTG.	22.5	23.8	106	27.2	121	23.6	105								
EAST CENTRAL	14.7	15.3	104	14.5	99	16.1	109								
WEST CENTRAL	17.3	17.5	101	16.3	94	17.2	99								
SOUTH	29.7	30.8	104	26.2	88	27.4	92								
PACIFIC	15.8	12.6	80	15.9	101	15.8	100								
COUNTY SIZE A	40.9	41.2	101	42.9	105	44.8	110								
COUNTY SIZE B	29.8	29.4	99	30.1	101	29.3	98								
COUNTY SIZE C	15.2	14.5	95	14.4	94	13.8	91								
COUNTY SIZE D	14.1	15.0	106	12.6	89	12.2	86								
METRO CENTRAL CITY	32.1	33.2	103	31.5	98	33.3	104								
METRO SUBURBAN	43.7	41.3	94	46.0	105	44.9	103								
NON-METRO	24.2	25.5	105	22.5	93	21.8	90								
TOP 5 ADI'S	23.2	23.0	99	25.1	108	25.5	110								
TOP 10 ADI'S	31.9	32.1	101	34.9	109	35.5	111								
TOP 20 ADI'S	45.6	45.3	99	47.3	104	48.1	105								
HSHLD INC. \$50,000 OR MORE	8.0	7.0	87	10.3	128	7.4	92								
\$40,000 OR MORE	15.7	14.3	91	19.1	122	14.0	90								
\$30,000 OR MORE	29.6	28.0	95	34.4	116	26.3	89								
\$25,000 OR MORE	38.9	37.2	96	44.3	114	35.5	91								
\$20,000 - \$24,999	10.6	10.6	100	10.8	102	10.4	98								
\$15,000 - \$19,999	10.8	10.5	97	10.5	97	11.2	104								
\$10,000 - \$14,999	16.4	17.0	103	15.0	91	17.8	109								
UNDER \$10,000	23.2	24.7	106	19.3	83	25.0	108								
RESIDENCE RENTED	34.7	36.4	105	32.6	94	38.1	110								
RESIDENCE OWNED	65.3	63.6	97	67.4	103	61.9	95								
VALUE: \$80,000 OR MORE	17.5	15.6	89	20.4	116	15.9	91								
VALUE: \$50,000 - \$79,999	19.9	19.8	99	21.5	108	18.8	94								
VALUE: \$40,000 - \$49,999	7.4	7.3	100	7.4	101	6.6	90								
VALUE: \$20,000 - \$39,999	14.9	15.0	101	13.6	92	15.1	102								
VALUE: UNDER \$20,000	5.6	5.8	105	4.5	80	5.5	98								
AT PRESENT ADDRESS UNDER 1YR	17.0	16.6	98	16.3	96	16.1	95								
1 - 4 YEARS	24.9	26.1	105	24.6	99	24.2	97								
5 - 10 YEARS	23.0	24.2	105	23.5	102	24.2	105								
11 YEARS OR MORE	34.3	32.4	94	34.5	101	34.6	101								
HOUSEHOLD OF 1 PERSON	22.7	15.1	67	16.4	72	25.3	111								
2 PEOPLE	31.7	27.3	86	29.3	93	30.2	95								
3 OR 4 PEOPLE	33.5	39.1	117	38.2	114	32.0	95								
5 OR MORE PEOPLE	12.1	18.4	153	16.2	134	12.5	103								
NO CHILD IN HOUSEHOLD	60.6	49.0	81	53.8	89	61.7	102								
CHILD(REN) 5 YEARS & UNDER	17.9	22.7	126	19.7	110	15.2	85								
6 - 11 YEARS	17.4	24.5	141	21.2	122	17.5	101								
12 - 17 YEARS	19.1	26.5	139	24.2	126	20.4	107								
HEAD OF HSHLD AGE 18 - 24	6.6	6.2	93	6.2	94	6.7	102								
25 - 34	22.7	24.0	106	22.8	101	21.0	93								
35 - 44	19.2	22.3	116	22.0	115	19.5	101								
45 - 54	14.9	16.2	109	16.6	112	15.6	105								
55 - 64	15.6	14.6	94	16.0	103	15.3	98								
65 OR OLDER	21.0	16.8	80	16.3	77	21.8	104								
18 - 34	29.3	30.2	103	29.1	99	27.7	95								
18 - 49	55.9	61.2	110	59.8	107	54.9	98								
25 - 54	56.8	62.5	110	61.5	108	56.1	99								
35 - 49	26.6	31.0	117	30.7	115	27.2	102								
50 OR OLDER	44.1	38.8	88	40.2	91	45.1	102								
HEAD OF HSHLD PROFESSIONAL	9.4	8.3	89	10.0	107	8.2	88								
MANAGER/ADMINISTRATOR	9.4	8.8	93	10.4	110	8.0	84								
TECH/CLERICAL/SALES	16.3	15.2	93	17.6	108	16.6	102								
PRECISION/CRAFT	11.4	12.3	108	12.4	109	10.9	96								
OTHER EMPLOYED	20.9	23.5	112	21.8	104	19.2	92								
NOT EMPLOYED	32.6	31.8	98	27.8	85	37.1	114								
HEAD OF HSHLD GRADUATED															
COLLEGE	20.1	17.2	85	21.5	107	18.2	91								
ATTENDED COLLEGE	15.8	14.9	94	17.0	107	14.7	93								
GRADUATED HIGH SCHOOL	34.6	35.1	102	35.7	103	35.6	103								
DID NOT GRADUATE HIGH SCHOOL	29.5	32.8	111	25.8	88	31.5	107								

RELATIVE VOLUME OF CONSUMPTION
SNACKS (P-22)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	CORN/TORTILLA CHIPS, SNACKS		POPCORN PRODUCTS		POTATO CHIPS		PRETZELS		SALTINES/FLVDR SNACK/GRAHAM CRACKERS		% DOWN	INDEX
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX		
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100		
NORTHEAST - CENSUS	21.3	15.7	73	19.6	92	19.2	90	36.3	170	22.7	106		
NORTH CENTRAL	25.7	26.7	104	28.4	110	27.0	105	26.7	104	27.4	106		
SOUTH	33.9	38.1	113	35.4	105	38.3	113	26.2	77	33.7	100		
WEST	19.1	19.5	102	16.6	87	15.5	81	10.8	57	16.3	85		
NORTHEAST - MKTG.	22.5	16.9	75	19.8	88	19.8	88	36.6	163	23.1	102		
EAST CENTRAL	14.7	13.9	94	15.6	106	15.0	102	18.8	128	15.8	108		
WEST CENTRAL	17.3	18.7	108	19.2	111	17.9	103	15.3	88	18.2	105		
SOUTH	29.7	34.7	117	31.8	107	34.8	117	20.1	68	29.7	100		
PACIFIC	15.8	15.8	100	13.7	87	12.5	79	9.3	59	13.2	84		
COUNTY SIZE A	40.9	40.2	98	38.0	93	39.4	96	51.4	126	39.4	96		
COUNTY SIZE B	29.8	31.0	104	31.5	106	30.3	102	26.5	89	30.7	103		
COUNTY SIZE C	15.2	14.9	98	14.7	97	15.5	102	12.1	80	15.2	100		
COUNTY SIZE D	14.1	13.9	98	15.8	112	14.8	105	10.0	71	14.6	104		
METRO CENTRAL CITY	32.1	33.5	104	31.7	99	31.0	97	31.6	99	30.7	96		
METRO SUBURBAN	43.7	42.6	97	42.7	98	43.7	100	50.3	115	44.1	101		
NON-METRO	24.2	23.9	99	25.7	106	25.3	104	18.1	75	25.2	104		
TOP 5 ADI'S	23.2	21.1	91	20.0	87	20.2	87	32.8	142	22.1	95		
TOP 10 ADI'S	31.9	30.6	96	29.1	91	30.7	96	41.2	129	30.4	95		
TOP 20 ADI'S	45.6	43.3	95	41.5	91	43.7	96	54.2	119	43.9	96		
HSHLD INC. \$50,000 OR MORE	8.0	8.4	105	9.0	112	8.5	106	10.4	130	8.7	109		
\$40,000 OR MORE	15.7	17.3	110	17.4	111	16.7	107	20.1	128	17.2	110		
\$30,000 OR MORE	29.6	32.9	111	32.6	110	32.7	111	35.6	120	32.0	108		
\$25,000 OR MORE	38.9	42.9	110	42.1	108	42.8	110	47.0	121	42.3	109		
\$20,000 - \$24,999	10.6	10.8	102	11.0	103	11.3	106	10.7	101	10.6	100		
\$15,000 - \$19,999	10.8	10.4	96	10.4	97	11.0	101	10.6	98	10.7	99		
\$10,000 - \$14,999	16.4	15.6	95	17.0	104	15.4	93	15.1	92	15.6	95		
UNDER \$10,000	23.2	20.2	87	19.4	84	19.6	84	16.6	71	20.7	89		
RESIDENCE RENTED	34.7	34.5	99	32.4	93	34.6	100	35.1	101	31.0	89		
RESIDENCE OWNED	65.3	65.5	100	67.6	104	65.4	100	64.9	99	69.0	106		
VALUE: \$80,000 OR MORE	17.5	17.3	99	16.8	96	16.8	96	20.3	115	18.7	107		
VALUE: \$50,000 - \$79,999	19.9	20.5	103	21.3	107	20.2	102	21.1	106	21.2	107		
VALUE: \$40,000 - \$49,999	7.4	7.8	107	7.9	108	7.8	106	7.8	106	7.9	107		
VALUE: \$20,000 - \$39,999	14.9	14.2	96	15.9	107	14.9	100	11.3	76	15.4	104		
VALUE: UNDER \$20,000	5.6	5.6	101	5.8	103	5.7	103	4.5	81	5.7	102		
AT PRESENT ADDRESS UNDER 1YR	17.0	19.1	112	16.7	98	18.7	110	16.0	94	15.2	90		
1 - 4 YEARS	24.9	26.5	106	25.9	104	26.0	105	24.8	100	24.3	97		
5 - 10 YEARS	23.0	25.3	110	25.3	110	24.7	108	25.8	112	24.2	105		
11 YEARS OR MORE	34.3	28.2	82	31.4	91	29.8	87	32.7	95	35.5	103		
HOUSEHOLD OF 1 PERSON	22.7	13.4	59	13.5	60	13.2	58	14.9	65	15.4	68		
2 PEOPLE	31.7	23.9	75	27.2	86	25.3	80	25.2	79	29.4	93		
3 OR 4 PEOPLE	33.5	43.0	128	41.1	123	42.5	127	41.5	124	38.3	114		
5 OR MORE PEOPLE	12.1	19.7	163	18.1	150	19.0	157	18.5	153	16.9	140		
NO CHILD IN HOUSEHOLD	60.6	43.5	72	46.5	77	45.7	75	47.2	78	52.5	87		
CHILD(REN) 5 YEARS & UNDER	17.9	23.4	130	23.0	128	23.1	129	21.5	120	20.8	116		
6 - 11 YEARS	17.4	27.6	159	25.6	147	25.9	149	24.8	143	22.3	128		
12 - 17 YEARS	19.1	30.7	161	28.2	147	28.9	151	28.5	149	24.7	129		
HEAD OF HSHLD AGE 18 - 24	6.6	7.6	115	6.1	93	7.3	111	6.3	95	5.4	81		
25 - 34	22.7	27.3	121	25.6	113	26.2	116	25.2	111	22.6	100		
35 - 44	19.2	25.6	133	24.9	129	25.0	130	25.2	131	21.6	112		
45 - 54	14.9	16.4	110	16.6	112	16.6	112	18.3	123	16.4	110		
55 - 64	15.6	12.0	77	13.6	88	13.3	85	13.4	86	16.2	104		
65 OR OLDER	21.0	11.0	52	13.1	62	11.6	55	11.6	55	17.9	85		
18 - 34	29.3	35.0	119	31.7	108	33.6	115	31.6	108	27.9	95		
18 - 49	55.9	69.3	124	65.4	117	67.1	120	66.4	119	57.9	104		
25 - 54	56.8	69.3	122	67.1	118	67.8	119	68.7	121	60.5	107		
35 - 49	26.6	34.3	129	33.7	127	33.5	126	34.8	131	30.0	113		
50 OR OLDER	44.1	30.7	70	34.6	78	32.9	75	33.6	76	42.1	95		
HEAD OF HSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	9.1	97	9.1	97	9.0	96	10.1	108	9.3	100		
TECH/CLERICAL/SALES	9.4	10.0	105	10.3	110	9.6	102	11.3	120	9.5	101		
PRECISION/CRAFT	16.3	18.1	111	17.2	106	18.2	112	17.7	109	16.5	102		
OTHER EMPLOYED	11.4	13.1	115	13.4	117	14.4	126	13.5	119	12.6	110		
NOT EMPLOYED	20.9	25.1	120	23.3	111	24.4	117	22.8	109	21.8	104		
HEAD OF HSHLD GRADUATED COLLEGE	32.6	24.7	76	26.7	82	24.4	75	24.6	75	30.2	93		
ATTENDED COLLEGE	20.1	19.4	97	19.6	97	18.3	91	21.6	107	20.0	100		
GRADUATED HIGH SCHOOL	15.8	17.5	111	16.5	104	16.6	105	15.5	98	15.8	100		
DID NOT GRADUATE HIGH SCHOOL	34.6	35.7	103	36.0	104	37.6	109	38.7	112	35.5	103		
	29.5	27.4	93	27.9	95	27.5	93	24.2	82	28.7	97		

RELATIVE VOLUME OF CONSUMPTION
SOAPS, LAUNDRY & PAPER PRODUCTS & KITCHEN WRAPS (P-23)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	AUTOMATIC DISHWASHING DETERGENT		DISHWASHING LIQUID (NOT FOR AUTO)		LAUNDRY MASHLOADS LAST 7 DAYS		BABY CLOTHES/ DIAPER MASHLOS LAST 7 DAYS		BLEACH- LIQUID		BLEACH- DRY	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
NORTHEAST - CENSUS	21.3	23.0	108	22.2	104	20.9	98	21.9	103	22.9	107	27.5	129
NORTH CENTRAL	25.7	22.8	89	27.8	108	29.2	113	28.0	109	25.5	99	26.5	103
SOUTH	33.9	32.0	94	34.9	103	31.8	94	29.1	86	36.0	106	28.6	84
WEST	19.1	22.2	116	15.1	79	18.1	95	21.0	110	15.6	82	17.4	91
NORTHEAST - MKTG.	22.5	25.5	113	22.7	101	21.3	95	22.0	98	22.9	102	27.6	122
EAST CENTRAL	14.7	12.4	85	16.1	110	16.4	112	17.1	116	16.3	111	16.6	113
WEST CENTRAL	17.3	16.8	97	18.3	105	19.6	113	17.5	101	16.3	94	18.3	106
SOUTH	29.7	27.4	92	30.9	104	28.1	95	25.9	87	32.0	108	23.8	80
PACIFIC	15.8	17.8	113	12.1	76	14.6	92	17.6	111	12.5	79	13.7	87
COUNTY SIZE A	40.9	45.2	111	37.0	91	38.0	93	41.3	101	37.7	92	42.4	104
COUNTY SIZE B	29.8	30.9	104	30.0	101	30.8	103	29.4	99	30.3	102	28.1	94
COUNTY SIZE C	15.2	13.8	91	16.1	106	16.0	106	14.1	93	15.9	104	16.3	107
COUNTY SIZE D	14.1	10.1	71	16.9	119	15.1	107	15.2	107	16.1	114	13.2	94
METRO CENTRAL CITY	32.1	30.1	94	29.5	92	28.6	89	32.5	101	29.4	92	29.8	93
METRO SUBURBAN	43.7	50.9	116	42.7	98	46.0	105	41.8	96	42.9	98	46.9	107
NON-METRO	24.2	19.0	79	27.8	115	25.4	105	25.7	106	27.6	114	23.4	96
TOP 5 ADI'S	23.2	24.7	107	20.4	88	20.4	88	27.0	117	21.3	92	24.4	105
TOP 10 ADI'S	31.9	36.0	113	28.5	89	29.0	91	34.0	107	29.5	92	33.1	104
TOP 20 ADI'S	45.6	49.4	108	41.8	92	42.6	93	46.3	101	42.0	92	47.9	105
HSHLD INC. \$50,000 OR MORE	8.0	18.0	224	6.6	82	9.9	123	6.4	80	8.2	103	10.8	135
\$40,000 OR MORE	15.7	31.6	202	13.1	84	19.0	121	12.6	81	15.3	98	20.1	128
\$30,000 OR MORE	29.6	53.5	181	26.2	89	36.2	122	27.4	93	29.2	99	37.0	125
\$25,000 OR MORE	38.9	65.6	169	35.4	91	46.9	121	37.4	96	38.7	100	47.1	121
\$20,000 - \$24,999	10.6	9.9	93	11.1	104	11.5	108	12.1	114	10.9	102	11.9	112
\$15,000 - \$19,999	10.8	7.2	66	11.0	101	10.2	94	10.7	99	10.4	96	10.1	93
\$10,000 - \$14,999	16.4	10.1	61	17.9	109	14.9	91	18.1	110	16.9	103	14.1	86
UNDER \$10,000	23.2	7.3	32	24.7	106	16.5	71	21.8	94	23.1	100	16.9	73
RESIDENCE RENTED	34.7	19.9	57	33.1	95	28.6	82	43.0	124	30.4	88	28.3	82
RESIDENCE OWNED	65.3	80.1	123	66.9	102	71.4	109	57.0	87	69.6	107	71.7	110
VALUE: \$80,000 OR MORE	17.5	35.0	200	15.0	86	19.7	112	12.7	72	17.1	97	21.4	122
VALUE: \$50,000 - \$79,999	19.9	27.1	136	20.0	100	23.4	118	19.2	96	21.0	105	23.5	118
VALUE: \$40,000 - \$49,999	7.4	6.7	91	8.1	110	8.2	112	7.1	97	8.2	112	7.9	107
VALUE: \$20,000 - \$39,999	14.9	9.6	64	17.3	116	14.9	100	12.3	83	16.9	113	14.4	96
VALUE: UNDER \$20,000	5.6	1.7	30	6.4	115	5.2	93	5.7	102	6.4	115	4.6	82
AT PRESENT ADDRESS UNDER 1YR	17.0	12.8	75	16.2	95	15.5	91	22.7	133	15.2	89	13.6	80
1 - 4 YEARS	24.9	23.0	92	24.3	97	24.5	99	34.4	138	23.5	94	23.7	95
5 - 10 YEARS	23.0	27.7	121	23.1	100	25.1	109	24.6	107	23.7	103	24.8	108
11 YEARS OR MORE	34.3	35.3	103	35.7	104	33.9	99	17.5	51	36.9	108	37.1	108
HOUSEHOLD OF 1 PERSON	22.7	9.7	43	17.6	78	11.6	51	10.7	47	13.5	59	14.8	65
2 PEOPLE	31.7	27.8	88	31.4	99	26.6	84	17.7	56	28.0	88	28.0	88
3 OR 4 PEOPLE	33.5	44.0	131	36.2	108	41.9	125	46.8	140	39.4	118	41.2	123
5 OR MORE PEOPLE	12.1	18.5	153	14.8	122	19.9	165	24.9	206	19.1	158	16.0	132
NO CHILD IN HOUSEHOLD	60.6	48.3	80	55.3	91	46.0	76	29.1	48	49.8	82	52.3	86
CHILD(REN) 5 YEARS & UNDER	17.9	19.4	108	21.1	118	23.9	133	61.1	341	22.4	125	22.2	124
6 - 11 YEARS	17.4	23.9	138	20.4	117	24.6	142	25.8	148	23.2	134	21.6	124
12 - 17 YEARS	19.1	29.3	153	21.6	113	28.2	148	16.3	85	26.7	140	23.5	123
HEAD OF HSHLD AGE 18 - 24	6.6	3.1	48	6.2	93	5.6	84	10.2	154	5.3	80	3.9	59
25 - 34	22.7	20.1	89	22.9	101	24.4	108	41.2	182	21.5	95	23.0	102
35 - 44	19.2	26.3	137	19.6	102	24.4	127	19.7	103	21.8	113	23.8	123
45 - 54	14.9	21.1	142	14.3	96	17.6	118	12.1	81	17.3	116	16.6	111
55 - 64	15.6	16.9	109	15.8	102	14.5	93	7.4	48	16.4	105	16.4	105
65 OR OLDER	21.0	12.4	59	21.2	101	13.6	64	9.3	44	17.8	85	16.4	78
18 - 34	29.3	23.3	79	29.1	99	30.0	103	51.4	176	26.8	91	26.9	92
18 - 49	55.9	60.7	109	55.7	100	63.5	114	76.6	137	57.1	102	59.6	107
25 - 54	56.8	67.5	119	56.8	100	66.4	117	73.1	129	60.5	107	63.3	112
35 - 49	26.6	37.5	141	26.6	100	33.5	126	25.2	95	30.3	114	32.7	123
50 OR OLDER	44.1	39.3	89	44.3	100	36.5	83	23.4	53	42.9	97	40.4	92
HEAD OF HSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	14.2	152	7.6	81	9.7	104	9.0	97	7.2	77	10.4	112
TECH/CLERICAL/SALES	9.4	17.0	180	7.9	84	11.2	118	9.4	99	8.7	92	11.2	119
PRECISION/CRAFT	16.3	19.7	121	14.8	91	17.4	107	14.2	87	15.1	93	16.7	103
OTHER EMPLOYED	11.4	12.7	112	12.3	108	14.2	125	15.6	137	13.5	118	11.8	103
NOT EMPLOYED	20.9	17.4	83	22.5	107	23.2	111	27.0	129	24.5	117	22.0	105
	32.6	18.9	58	35.0	107	24.3	75	24.8	76	31.1	95	27.9	86
HEAD OF HSHLD GRADUATED COLLEGE	20.1	32.4	161	16.3	81	20.5	102	19.7	98	15.5	77	22.0	110
ATTENDED COLLEGE	15.8	18.4	116	14.5	91	16.9	107	15.0	95	14.6	92	15.8	100
GRADUATED HIGH SCHOOL	34.6	33.5	97	36.3	105	37.1	107	35.6	103	36.2	105	37.3	108
DID NOT GRADUATE HIGH SCHOOL	29.5	15.6	53	32.9	112	25.5	87	29.6	100	33.7	114	24.9	84

RELATIVE VOLUME OF CONSUMPTION
SOAPS, LAUNDRY & PAPER PRODUCTS & KITCHEN WRAPS (P-23)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	FABRIC SOFTENERS		LAUND BOOSTERS PRE-SOAKS & PRE-CLEANERS		SOAPS & DETERGENTS FOR REG. LAUNDRY		SOAPS & DETERGENTS FOR FINE FABRICS		TOILET SOAP (FACE, HANDS, BATH, SHOWER)		ALUMINUM FOIL	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
NORTHEAST - CENSUS	21.3	19.4	91	20.2	95	20.8	97	23.3	109	25.2	118	24.8	116
NORTH CENTRAL	25.7	31.6	123	30.5	119	29.4	114	26.9	105	24.7	96	24.4	95
SOUTH	33.9	30.8	91	29.9	88	31.9	94	33.3	98	33.9	100	34.8	103
WEST	19.1	18.2	96	19.5	102	17.9	94	16.5	86	16.2	85	16.1	84
NORTHEAST - MKTG.	22.5	19.2	85	20.3	90	20.7	92	23.6	105	26.2	116	25.4	113
EAST CENTRAL	14.7	18.7	127	17.4	118	16.4	112	15.7	107	15.2	103	14.4	98
WEST CENTRAL	17.3	20.9	121	20.8	120	20.1	116	18.1	104	15.9	92	16.3	94
SOUTH	29.7	27.2	92	26.2	88	28.6	97	29.6	100	29.4	99	30.9	104
PACIFIC	15.8	14.0	89	15.4	97	14.1	90	13.1	83	13.3	84	13.0	82
COUNTY SIZE A	40.9	37.3	91	39.2	96	37.8	92	39.1	96	42.0	103	40.8	100
COUNTY SIZE B	29.8	30.9	104	29.5	99	31.0	104	30.4	102	30.0	101	30.4	102
COUNTY SIZE C	15.2	16.4	108	15.7	103	16.2	106	15.3	101	15.1	99	15.1	99
COUNTY SIZE D	14.1	15.3	108	15.6	111	15.1	107	15.2	107	12.9	91	13.8	97
METRO CENTRAL CITY	32.1	26.9	84	27.9	87	28.6	89	30.7	96	31.9	99	31.9	100
METRO SUBURBAN	43.7	47.3	108	46.0	105	45.9	105	43.6	100	44.7	102	43.7	100
NON-METRO	24.2	25.8	106	26.1	108	25.5	105	25.6	106	23.4	97	24.3	100
TOP 5 ADI'S	23.2	20.0	86	21.3	92	20.3	88	22.0	95	24.3	105	23.3	101
TOP 10 ADI'S	31.9	27.8	87	29.3	92	28.7	90	30.5	96	33.0	103	31.7	99
TOP 20 ADI'S	45.6	41.9	92	43.6	95	42.3	93	43.8	96	46.1	101	44.7	98
MSHLD INC. \$50,000 OR MORE	8.0	9.6	120	10.0	125	9.8	122	8.8	109	8.7	108	8.5	105
\$40,000 OR MORE	15.7	18.8	120	19.4	124	19.0	121	16.1	103	17.0	108	16.3	104
\$30,000 OR MORE	29.6	36.4	123	36.6	124	35.9	121	30.2	102	31.9	108	30.9	104
\$25,000 OR MORE	38.9	47.6	122	47.6	123	46.5	120	39.6	102	41.5	107	40.3	104
\$20,000 - \$24,999	10.6	11.8	111	11.6	109	11.5	108	11.1	104	10.5	98	10.7	100
\$15,000 - \$19,999	10.8	10.3	95	9.5	88	10.2	95	10.3	95	10.7	99	10.8	100
\$10,000 - \$14,999	16.4	14.9	91	13.7	84	14.6	89	16.9	103	15.9	96	16.5	100
UNDER \$10,000	23.2	15.4	67	17.5	75	17.2	74	22.2	95	21.4	92	21.8	94
RESIDENCE RENTED	34.7	26.6	76	26.4	76	28.2	81	32.6	94	34.7	100	32.9	95
RESIDENCE OWNED	65.3	73.4	113	73.6	113	71.8	110	67.4	103	65.3	100	67.1	103
VALUE: \$80,000 OR MORE	17.5	19.7	113	21.0	120	19.7	112	17.6	101	17.6	101	17.9	102
VALUE: \$50,000 - \$79,999	19.9	24.0	121	23.9	120	23.5	118	21.0	105	20.2	101	20.0	100
VALUE: \$40,000 - \$49,999	7.4	8.9	121	8.7	118	8.3	112	7.5	102	7.5	102	8.0	109
VALUE: \$20,000 - \$39,999	14.9	15.6	105	15.3	103	15.1	102	15.4	104	14.7	99	15.7	105
VALUE: UNDER \$20,000	5.6	5.1	92	4.8	85	5.2	93	5.8	105	5.3	95	5.5	100
AT PRESENT ADDRESS UNDER 1YR	17.0	15.4	90	13.2	78	15.4	90	15.2	90	16.5	97	15.3	90
1 - 4 YEARS	24.9	24.7	99	24.0	96	24.5	99	24.5	98	25.1	101	24.1	97
5 - 10 YEARS	23.0	25.4	111	25.7	112	25.5	111	23.4	102	23.6	103	23.7	103
11 YEARS OR MORE	34.3	33.6	98	36.4	106	33.8	98	36.1	105	34.0	99	36.2	106
HOUSEHOLD OF 1 PERSON	22.7	11.4	50	12.4	54	12.1	53	16.2	71	17.0	75	16.5	73
2 PEOPLE	31.7	27.5	87	29.1	92	26.2	83	30.5	96	28.3	89	30.7	97
3 OR 4 PEOPLE	33.5	43.6	130	41.5	124	42.5	127	37.5	112	38.4	115	38.0	113
5 OR MORE PEOPLE	12.1	17.6	145	17.0	141	19.3	159	15.7	130	16.3	135	14.8	122
NO CHILD IN HOUSEHOLD	60.6	46.4	77	50.2	83	46.0	76	54.7	90	53.3	88	55.2	91
CHILD(REN) 5 YEARS & UNDER	17.9	23.7	132	21.2	118	23.9	133	20.0	111	20.3	113	19.9	111
6 - 11 YEARS	17.4	24.6	142	22.6	130	24.7	142	19.9	114	21.4	123	20.4	118
12 - 17 YEARS	19.1	27.0	141	25.8	135	27.9	146	23.3	122	24.3	127	22.7	118
HEAD OF MSHLD AGE 18 - 24	6.6	5.6	85	5.2	78	5.5	84	6.3	96	6.3	95	5.7	86
25 - 34	22.7	24.9	110	22.7	100	24.7	109	21.5	95	23.0	102	22.3	98
35 - 44	19.2	23.8	124	22.1	115	24.4	127	20.2	105	21.8	113	20.6	107
45 - 54	14.9	17.3	116	17.8	119	17.2	116	16.2	109	16.7	112	16.2	109
55 - 64	15.6	15.0	97	16.0	103	14.7	94	16.5	106	15.2	98	16.0	103
65 OR OLDER	21.0	13.4	64	16.3	77	13.5	64	19.2	91	17.0	81	19.3	92
18 - 34	29.3	30.5	104	27.9	95	30.2	103	27.8	95	29.4	100	28.0	95
18 - 49	55.9	63.3	113	59.2	106	63.5	114	55.8	100	59.6	107	56.6	101
25 - 54	56.8	65.9	116	62.6	110	66.3	117	57.9	102	61.5	108	59.0	104
35 - 49	26.6	32.9	123	31.3	118	33.3	125	28.0	105	30.3	114	28.7	108
50 OR OLDER	44.1	36.7	83	40.8	92	36.5	83	44.2	100	40.4	91	43.4	98
HEAD OF MSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	9.4	100	9.3	99	9.7	103	8.4	89	9.3	99	8.8	94
TECH/CLERICAL/SALES	16.3	18.2	112	17.6	108	17.7	109	15.9	98	16.3	100	15.7	96
PRECISION/CRAFT	11.4	14.5	127	13.3	117	13.9	122	12.4	109	12.3	108	12.6	110
OTHER EMPLOYED	20.9	23.0	110	21.8	104	23.4	112	22.8	109	22.7	109	21.8	104
NOT EMPLOYED	32.6	24.1	74	27.3	84	24.4	75	31.3	96	29.8	91	31.6	97
HEAD OF MSHLD GRADUATED COLLEGE	20.1	19.8	98	20.6	102	20.4	101	17.5	87	19.5	97	18.8	93
ATTENDED COLLEGE	15.8	17.2	109	16.7	105	16.9	107	15.0	95	15.5	98	15.0	95
GRADUATED HIGH SCHOOL	34.6	38.3	111	36.5	106	36.9	107	35.7	103	35.5	103	35.5	103
DID NOT GRADUATE HIGH SCHOOL	29.5	24.7	84	26.2	89	25.8	87	31.8	108	29.2	99	30.7	104

RELATIVE VOLUME OF CONSUMPTION
SOAPS, LAUNDRY & PAPER PRODUCTS & KITCHEN WRAPS (P-23)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	FACIAL TISSUES		PAPER TOWELS		RE-USABLE "CLOTH" TOWELS		PLASTIC GARBAGE BAGS		PLASTIC TRASH CAN LINERS		
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	
NORTHEAST - CENSUS	21.3	28.1	132	25.1	118	27.4	129	21.9	103	26.1	122	
NORTH CENTRAL	25.7	27.4	106	24.0	93	23.6	92	27.6	108	27.7	108	
SOUTH	33.9	27.8	82	34.5	102	32.0	95	36.1	106	29.2	86	
WEST	19.1	16.7	87	16.4	86	16.9	89	14.4	75	17.0	89	
NORTHEAST - MKTG.	22.5	28.2	125	25.5	113	29.3	130	22.9	102	26.8	119	
EAST CENTRAL	14.7	15.0	102	14.9	101	14.0	95	15.4	105	18.1	124	
WEST CENTRAL	17.3	18.6	108	15.5	89	15.6	90	19.0	110	17.0	98	
SOUTH	29.7	24.9	84	30.8	104	27.1	91	31.8	107	24.7	83	
PACIFIC	15.8	13.2	84	13.3	84	14.0	89	10.9	69	13.3	84	
COUNTY SIZE A	40.9	43.7	107	41.2	101	47.9	117	39.0	95	42.1	103	
COUNTY SIZE B	29.8	29.2	98	30.0	101	28.5	96	30.5	102	32.2	108	
COUNTY SIZE C	15.2	14.5	96	15.6	102	12.5	83	15.9	105	14.6	96	
COUNTY SIZE D	14.1	12.5	89	13.2	94	11.1	78	14.6	103	11.0	78	
METRO METRO CITY	32.1	31.9	99	30.6	95	35.3	110	29.2	91	29.4	92	
METRO SUBURBAN	43.7	46.2	106	45.8	105	43.7	100	45.2	103	50.3	115	
NON-METRO	24.2	21.9	91	23.6	97	21.0	87	25.6	106	20.3	84	
TOP 5 ADI'S	23.2	26.5	114	23.6	102	27.6	119	20.8	90	22.4	97	
TOP 10 ADI'S	31.9	35.4	111	32.1	101	36.9	116	29.7	93	31.7	99	
TOP 20 ADI'S	45.6	47.7	105	45.3	99	50.2	110	42.9	94	46.3	102	
HSOLD INC. \$50,000 OR MORE	8.0	10.0	124	9.5	119	9.5	119	9.0	112	10.2	127	
\$40,000 OR MORE	15.7	19.6	125	18.0	115	16.9	108	17.3	110	19.5	124	
\$30,000 OR MORE	29.6	35.1	119	33.5	113	30.4	103	32.6	110	36.0	122	
\$25,000 OR MORE	38.9	44.9	115	43.4	112	39.0	100	43.0	111	46.2	119	
\$20,000 - \$24,999	10.6	10.5	99	10.9	102	9.2	86	10.9	102	10.0	94	
\$15,000 - \$19,999	10.8	10.0	92	10.5	97	10.0	93	10.5	97	10.1	94	
\$10,000 - \$14,999	16.4	15.5	94	15.9	97	18.8	115	16.2	99	16.1	98	
UNDER \$10,000	23.2	19.1	82	19.2	83	23.0	99	19.4	84	17.6	76	
RESIDENCE RENTED	34.7	29.8	86	30.4	87	36.4	105	33.3	96	25.6	74	
RESIDENCE OWNED	65.3	70.2	107	69.6	107	63.6	97	66.7	102	74.4	114	
VALUE: \$80,000 OR MORE	17.5	20.9	119	19.3	110	19.4	110	16.5	94	21.5	122	
VALUE: \$50,000 - \$79,999	19.9	22.4	112	21.6	108	18.0	91	20.8	104	24.7	124	
VALUE: \$40,000 - \$49,999	7.4	8.2	111	8.4	114	7.7	105	7.9	108	8.7	119	
VALUE: \$20,000 - \$39,999	14.9	14.2	96	15.2	102	13.3	89	16.0	108	15.0	101	
VALUE: UNDER \$20,000	5.6	4.4	79	5.2	93	5.1	91	5.5	98	4.5	80	
AT PRESENT ADDRESS UNDER 1YR	17.0	13.5	79	15.0	88	15.0	88	17.3	102	14.6	86	
1 - 4 YEARS	24.9	22.3	89	23.9	96	23.8	96	26.7	107	23.2	93	
5 - 10 YEARS	23.0	24.5	107	23.9	104	22.8	99	23.7	103	23.9	104	
11 YEARS OR MORE	34.3	38.8	113	36.3	106	37.3	109	31.6	92	37.5	109	
HOUSEHOLD OF 1 PERSON	22.7	17.3	76	15.8	69	20.0	88	15.1	66	16.0	70	
2 PEOPLE	31.7	30.5	96	30.9	97	33.4	106	31.1	98	29.9	94	
3 OR 4 PEOPLE	33.5	37.6	112	38.8	116	34.0	101	38.7	116	38.8	116	
5 OR MORE PEOPLE	12.1	14.5	120	14.6	120	12.6	104	15.0	124	15.4	127	
NO CHILD IN HOUSEHOLD	60.6	56.7	93	55.3	91	61.6	102	53.2	88	53.6	88	
CHILD(REN) 5 YEARS & UNDER	17.9	18.1	101	19.1	106	17.0	95	22.5	126	20.8	116	
6 - 11 YEARS	17.4	19.3	111	20.0	115	17.1	98	21.0	121	20.1	116	
12 - 17 YEARS	19.1	23.3	122	23.1	121	19.9	104	22.3	117	23.8	125	
HEAD OF HSHLD AGE 18 - 24	6.6	4.6	69	5.3	79	6.1	92	6.3	96	5.0	75	
25 - 34	22.7	19.7	87	21.7	96	17.3	76	26.5	117	21.2	94	
35 - 44	19.2	21.3	111	21.2	110	19.2	100	21.1	110	21.7	113	
45 - 54	14.9	16.8	113	16.8	113	17.7	119	16.0	108	16.8	113	
55 - 64	15.6	17.4	112	16.4	106	17.2	110	15.0	96	16.3	105	
65 OR OLDER	21.0	20.2	96	18.6	89	22.5	107	15.1	72	19.0	90	
18 - 34	29.3	24.3	83	26.9	92	23.4	80	32.8	112	26.2	90	
18 - 49	55.9	54.2	97	56.5	101	50.7	91	61.7	110	56.0	100	
25 - 54	56.8	57.8	102	59.7	105	54.3	96	63.6	112	59.8	105	
35 - 49	26.6	29.8	112	29.6	111	27.3	103	29.0	109	29.7	112	
50 OR OLDER	44.1	45.8	104	43.5	99	49.3	112	38.3	87	44.0	100	
HEAD OF HSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	10.2	109	9.3	99	8.5	91	9.5	101	9.8	105	
TECH/CLERICAL/SALES	9.4	11.0	116	10.3	109	9.5	101	10.2	108	11.5	122	
PRECISION/CRAFT	16.3	16.8	103	16.3	100	14.3	88	17.7	109	17.3	106	
OTHER EMPLOYED	11.4	11.3	99	12.6	110	9.1	80	13.4	117	11.5	101	
NOT EMPLOYED	20.9	19.6	94	21.7	104	22.3	107	22.9	109	19.9	95	
	32.6	31.1	96	29.7	91	36.2	111	26.4	81	30.0	92	
HEAD OF HSHLD GRADUATED COLLEGE	20.1	21.8	108	19.7	98	19.2	95	19.8	98	21.1	105	
ATTENDED COLLEGE	15.8	15.5	98	16.0	101	14.1	89	16.6	105	17.1	108	
GRADUATED HIGH SCHOOL	34.6	35.5	103	35.8	104	34.8	101	37.2	108	36.7	106	
DID NOT GRADUATE HIGH SCHOOL	29.5	27.2	92	28.4	96	31.9	108	26.4	89	25.1	85	

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
 **NUMBER OF CASES TOO SMALL FOR RELIABILITY SHOWN FOR CONSISTENCY ONLY

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RELATIVE VOLUME OF CONSUMPTION
SOAPS, LAUNDRY & PAPER PRODUCTS & KITCHEN WRAPS (P-23)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	PLASTIC FREEZER BAGS		PLASTIC SANDWICH BAGS		PLASTIC FOOD BAGS		PLASTIC-TYPE KITCHEN WRAP		TOILET PAPER			
		B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX	B % DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100		
NORTHEAST - CENSUS	21.3	19.4	91	22.7	106	26.0	122	26.2	123	21.9	102		
NORTH CENTRAL	25.7	26.5	103	27.9	108	27.4	107	25.1	98	26.6	103		
SOUTH	33.9	40.1	119	30.5	90	30.7	91	32.6	96	33.2	98		
WEST	19.1	13.9	73	19.0	99	15.9	83	16.2	85	18.3	96		
NORTHEAST - MKTG.	22.5	20.6	91	23.5	105	26.0	115	26.5	118	22.5	100		
EAST CENTRAL	14.7	15.7	107	16.0	109	16.1	110	14.8	101	15.4	105		
WEST CENTRAL	17.3	16.7	96	18.6	107	18.1	105	17.1	99	17.7	102		
SOUTH	29.7	35.6	120	26.4	89	26.7	90	28.4	96	29.5	99		
PACIFIC	15.8	11.4	72	15.5	98	13.1	83	13.2	84	14.9	95		
COUNTY SIZE A	40.9	34.4	84	40.8	100	40.9	100	40.6	99	40.1	98		
COUNTY SIZE B	29.8	29.8	100	31.3	105	30.7	103	30.2	101	30.1	101		
COUNTY SIZE C	15.2	15.4	101	14.9	98	13.7	90	15.4	101	15.7	103		
COUNTY SIZE D	14.1	20.4	144	13.0	92	14.6	103	13.8	98	14.1	100		
METRO CENTRAL CITY	32.1	27.2	85	29.7	93	30.2	94	31.3	98	30.5	95		
METRO SUBURBAN	43.7	42.1	96	47.5	109	46.6	107	44.0	101	44.9	103		
NON-METRO	24.2	30.7	127	22.8	94	23.2	96	24.7	102	24.5	101		
TOP 5 ADI'S	23.2	18.6	80	22.9	99	23.7	102	23.7	102	22.5	97		
TOP 10 ADI'S	31.9	25.9	81	31.7	99	32.5	102	32.1	100	30.9	97		
TOP 20 ADI'S	45.6	38.2	84	45.8	100	45.1	99	44.9	98	44.5	97		
HSHLD INC. \$50,000 OR MORE	8.0	7.8	97	9.4	117	10.7	133	9.4	117	8.7	108		
\$40,000 OR MORE	15.7	14.4	92	18.8	120	19.4	124	18.0	115	17.2	110		
\$30,000 OR MORE	29.6	27.9	94	34.9	118	33.3	112	32.6	110	32.2	109		
\$25,000 OR MORE	38.9	36.8	95	45.5	117	43.3	111	42.0	108	42.2	108		
\$20,000 - \$24,999	10.6	10.3	97	11.2	105	11.2	105	10.8	102	10.7	100		
\$15,000 - \$19,999	10.8	10.6	98	11.1	103	9.6	89	10.5	97	10.4	96		
\$10,000 - \$14,999	16.4	16.4	100	15.7	96	15.3	93	15.9	97	16.3	99		
UNDER \$10,000	23.2	25.8	111	16.5	71	20.5	88	20.8	90	20.5	88		
RESIDENCE RENTED	34.7	27.8	80	29.8	86	26.7	77	30.4	88	32.3	93		
RESIDENCE OWNED	65.3	72.2	111	70.2	108	73.3	112	69.6	107	67.7	104		
VALUE: \$80,000 OR MORE	17.5	16.9	96	20.4	116	21.5	122	19.5	111	18.2	104		
VALUE: \$50,000 - \$79,999	19.9	21.2	107	22.3	112	22.3	112	21.5	108	21.1	106		
VALUE: \$40,000 - \$49,999	7.4	9.4	128	8.7	118	9.7	132	8.1	110	8.0	108		
VALUE: \$20,000 - \$39,999	14.9	18.9	127	13.5	91	15.3	103	15.5	104	15.0	101		
VALUE: UNDER \$20,000	5.6	5.8	103	5.4	97	4.6	82	5.0	89	5.4	97		
AT PRESENT ADDRESS UNDER 1YR	17.0	12.3	72	16.1	94	12.7	74	13.5	79	16.6	97		
1 - 4 YEARS	24.9	22.7	91	23.9	96	21.6	87	22.8	92	24.6	99		
5 - 10 YEARS	23.0	22.5	98	24.4	106	23.7	103	23.5	102	23.9	104		
11 YEARS OR MORE	34.3	41.6	121	34.9	102	41.3	120	39.3	115	34.1	100		
HOUSEHOLD OF 1 PERSON	22.7	16.7	73	14.2	62	18.1	80	17.5	77	15.9	70		
2 PEOPLE	31.7	36.7	116	27.6	87	33.8	107	32.5	103	29.4	93		
3 OR 4 PEOPLE	33.5	33.2	99	40.9	122	35.1	105	36.5	109	38.5	115		
5 OR MORE PEOPLE	12.1	13.4	111	17.3	144	12.9	107	13.5	112	16.2	134		
NO CHILD IN HOUSEHOLD	60.6	61.2	101	49.4	81	61.1	101	58.8	97	52.7	87		
CHILD(REN) 5 YEARS & UNDER	17.9	17.2	96	21.8	122	16.9	94	17.1	95	20.8	116		
6 - 11 YEARS	17.4	17.2	99	24.4	140	17.7	102	18.4	106	21.4	123		
12 - 17 YEARS	19.1	20.2	106	25.9	136	20.5	107	21.9	115	24.4	127		
HEAD OF HSHLD AGE 18 - 24	6.6	3.8	58	5.6	84	3.8	58	5.5	83	6.0	91		
25 - 34	22.7	18.1	80	23.8	105	18.1	80	19.1	84	23.3	103		
35 - 44	19.2	17.5	91	23.7	123	18.2	95	19.6	102	21.7	113		
45 - 54	14.9	17.2	116	17.5	118	17.9	120	16.9	114	16.4	110		
55 - 64	15.6	19.4	125	15.2	98	19.1	122	17.6	113	15.4	99		
65 OR OLDER	21.0	24.0	114	14.2	68	22.9	109	21.3	101	17.2	82		
18 - 34	29.3	21.9	75	29.4	100	21.9	75	24.6	84	29.3	100		
18 - 49	55.9	47.6	85	61.7	110	48.7	87	52.4	94	59.4	106		
25 - 54	56.8	52.7	93	65.0	115	54.2	96	55.6	98	61.4	108		
35 - 49	26.6	25.7	96	32.3	121	26.7	100	27.9	105	30.1	113		
50 OR OLDER	44.1	52.4	119	38.3	87	51.3	116	47.6	108	40.6	92		
HEAD OF HSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	7.5	80	9.5	102	9.4	101	9.2	99	9.2	99		
TECH/CLERICAL/SALES	9.4	8.2	86	10.3	110	10.6	113	10.1	107	9.9	105		
PRECISION/CRAFT	16.3	14.1	87	17.2	106	15.3	94	14.9	92	16.8	103		
OTHER EMPLOYED	11.4	11.1	97	14.4	126	11.4	100	12.0	105	12.5	110		
NOT EMPLOYED	20.9	21.0	100	23.9	114	19.0	91	21.0	100	22.3	106		
	32.6	38.3	117	24.6	75	34.2	105	32.7	100	29.3	90		
HEAD OF HSHLD GRADUATED COLLEGE	20.1	16.0	80	19.8	99	20.6	102	19.8	98	19.5	97		
ATTENDED COLLEGE	15.8	14.2	90	16.8	106	15.3	97	15.0	95	16.1	102		
GRADUATED HIGH SCHOOL	34.6	35.6	103	38.1	110	36.1	104	35.8	104	36.2	105		
DID NOT GRADUATE HIGH SCHOOL	29.5	34.2	116	25.3	86	28.0	95	29.4	100	28.2	96		

RELATIVE VOLUME OF CONSUMPTION
HOUSEHOLD CLEANERS & ROOM DEODORIZERS (P-24)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	AIR FRESHENER SPRAYS & ROOM DEODORIZERS		DRAIN CLEANERS		FLOOR MAX & POLISH		FURNITURE POLISH		HOUSEHOLD CLEANERS		INSECTICIDES	
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
NORTHEAST - CENSUS	21.3	22.2	104	23.8	111	25.1	118	24.1	113	25.2	118	18.5	86
NORTH CENTRAL	25.7	25.5	99	26.8	104	25.4	99	25.3	99	23.9	93	22.4	87
SOUTH	33.9	36.4	107	32.6	96	33.3	98	34.3	101	34.6	102	41.9	124
WEST	19.1	15.9	83	16.8	88	16.2	85	16.3	85	16.2	85	17.2	90
NORTHEAST - MKTG.	22.5	22.8	101	23.0	102	26.2	116	25.1	112	26.2	116	19.6	87
EAST CENTRAL	14.7	29.7	100	16.2	111	14.6	99	15.7	107	14.7	100	12.5	85
WEST CENTRAL	17.3	17.0	98	17.8	103	17.0	98	16.5	95	15.5	90	15.4	89
SOUTH	29.7	32.3	109	28.9	97	28.9	97	29.6	100	30.3	102	37.9	128
PACIFIC	15.8	13.2	84	14.0	89	13.3	84	13.0	82	13.3	84	14.6	92
COUNTY SIZE A	40.9	39.5	97	40.6	99	41.6	102	39.8	97	40.9	100	39.6	97
COUNTY SIZE B	29.8	29.7	100	29.8	100	29.9	100	30.2	101	30.4	102	28.5	96
COUNTY SIZE C	15.2	15.3	101	15.4	101	14.1	93	15.6	102	15.1	99	15.7	103
COUNTY SIZE D	14.1	15.5	110	14.2	100	14.4	102	14.5	102	13.6	96	16.2	115
METRO CENTRAL CITY	32.1	29.8	93	32.7	102	30.6	95	30.1	94	32.0	100	30.7	96
METRO SUBURBAN	43.7	43.8	100	42.4	97	45.0	103	44.9	103	44.0	101	42.0	96
NON-METRO	24.2	26.4	109	24.9	103	24.4	101	25.0	103	24.0	99	27.2	112
TOP 5 ADI'S	23.2	22.4	97	24.3	105	24.1	104	23.8	103	24.0	103	21.4	93
TOP 10 ADI'S	31.9	30.3	95	32.2	101	32.9	103	31.9	100	32.3	101	28.6	90
TOP 20 ADI'S	45.6	43.5	95	45.1	99	45.3	99	44.3	97	45.3	99	43.4	95
HSHLD INC. \$50,000 OR MORE	8.0	8.1	101	7.8	97	8.0	99	8.8	109	8.2	102	7.3	91
\$40,000 OR MORE	15.7	15.3	98	15.3	98	16.0	102	16.5	105	15.8	101	14.3	91
\$30,000 OR MORE	29.6	29.1	98	29.4	99	30.7	104	31.2	106	30.3	102	27.2	92
\$25,000 OR MORE	38.9	38.1	98	38.3	99	40.2	103	41.3	106	39.7	102	36.1	93
\$20,000 - \$24,999	10.6	10.6	99	10.8	101	10.4	98	10.9	102	10.3	97	10.3	96
\$15,000 - \$19,999	10.8	11.0	102	10.7	99	10.9	101	10.7	99	10.4	97	9.9	92
\$10,000 - \$14,999	16.4	17.8	108	18.1	110	17.2	105	16.4	100	17.1	104	18.4	112
UNDER \$10,000	23.2	22.5	97	22.1	95	21.3	92	20.7	89	22.4	97	25.3	109
RESIDENCE RENTED	34.7	33.5	96	32.0	92	33.2	96	32.7	94	34.3	99	33.1	95
RESIDENCE OWNED	65.3	66.5	102	68.0	104	66.8	102	67.3	103	65.7	101	66.9	102
VALUE: \$80,000 OR MORE	17.5	16.4	94	17.2	98	18.2	104	17.7	101	17.8	101	16.3	93
VALUE: \$50,000 - \$79,999	19.9	19.8	99	20.2	102	20.3	102	20.5	103	19.8	100	19.3	97
VALUE: \$40,000 - \$49,999	7.4	7.9	108	8.5	115	8.4	115	8.1	110	7.8	107	7.9	107
VALUE: \$20,000 - \$39,999	14.9	16.4	110	16.0	107	14.8	99	15.5	104	14.9	100	17.6	118
VALUE: UNDER \$20,000	5.6	6.0	107	6.1	110	5.0	90	5.5	99	5.3	96	6.0	107
AT PRESENT ADDRESS UNDER 1YR	17.0	15.9	94	13.7	80	15.8	93	15.7	92	16.3	96	15.2	89
1 - 4 YEARS	24.9	24.3	98	22.6	91	25.3	102	24.8	100	25.1	101	23.9	96
5 - 10 YEARS	23.0	22.7	99	22.6	98	23.5	102	24.4	106	23.6	103	23.5	102
11 YEARS OR MORE	34.3	36.4	106	40.2	117	34.6	101	34.2	100	34.3	100	36.6	107
HOUSEHOLD OF 1 PERSON	22.7	18.1	80	19.6	86	16.2	71	16.3	72	17.3	76	18.3	80
2 PEOPLE	31.7	32.2	102	31.8	100	30.3	96	29.4	93	29.7	94	32.4	102
3 OR 4 PEOPLE	33.5	36.4	109	35.9	107	38.5	115	39.4	118	37.5	112	34.9	104
5 OR MORE PEOPLE	12.1	13.3	110	12.8	106	15.0	124	14.9	123	15.4	128	14.4	119
NO CHILD IN HOUSEHOLD	60.6	58.0	96	60.2	99	52.6	87	52.7	87	54.1	89	57.5	95
CHILD(REN) 5 YEARS & UNDER	17.9	18.5	103	16.3	91	21.4	119	20.6	115	21.0	117	18.4	103
6 - 11 YEARS	17.4	18.9	109	17.9	103	22.2	128	21.7	125	21.1	122	20.5	118
12 - 17 YEARS	19.1	21.1	110	20.9	109	23.2	121	24.2	127	22.7	118	21.8	114
HEAD OF HSHLD AGE 18 - 24	6.6	6.0	90	4.8	72	5.6	85	5.9	90	6.1	92	5.0	75
25 - 34	22.7	21.6	95	20.3	90	24.5	108	22.8	101	23.4	103	21.2	93
35 - 44	19.2	20.1	104	19.0	98	20.6	107	21.6	112	20.8	108	20.2	105
45 - 54	14.9	14.8	100	17.0	115	16.1	108	16.8	113	15.5	104	15.5	105
55 - 64	15.6	17.4	112	16.8	108	15.3	98	15.2	98	15.7	101	17.0	110
65 OR OLDER	21.0	20.1	96	22.0	105	17.9	85	17.5	83	18.5	88	21.1	101
18 - 34	29.3	27.5	94	25.1	86	30.1	103	28.8	98	29.5	101	26.1	89
18 - 49	55.9	54.8	98	52.2	93	58.3	104	58.9	105	58.2	104	53.6	96
25 - 54	56.8	56.5	99	56.4	99	61.2	108	61.3	108	59.7	105	56.8	100
35 - 49	26.6	27.3	103	27.1	102	28.2	106	30.1	113	28.7	108	27.5	103
50 OR OLDER	44.1	45.2	102	47.8	108	41.7	94	41.1	93	41.8	95	46.4	105
HEAD OF HSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	7.7	83	8.8	94	8.6	92	8.4	90	8.4	89	7.6	82
TECH/CLERICAL/SALES	9.4	8.6	91	8.6	91	9.3	98	9.6	102	9.4	100	8.1	86
PRECISION/CRAFT	16.3	15.9	98	16.3	100	15.8	97	16.9	104	16.1	99	15.4	94
OTHER EMPLOYED	11.4	12.3	108	11.2	99	12.8	112	12.7	111	12.4	109	11.8	104
NOT EMPLOYED	20.9	22.7	108	21.3	102	22.9	110	22.8	109	22.2	106	22.2	106
	32.6	32.8	101	33.8	104	30.7	94	29.6	91	31.5	97	34.9	107
HEAD OF HSHLD GRADUATED COLLEGE	20.1	17.0	84	18.6	93	18.9	94	17.8	89	18.3	91	17.1	85
ATTENDED COLLEGE	15.8	15.3	97	14.9	94	15.4	97	15.9	100	15.6	98	14.5	91
GRADUATED HIGH SCHOOL	34.6	36.7	106	34.9	101	35.6	103	36.1	107	36.1	104	35.3	102
DID NOT GRADUATE HIGH SCHOOL	29.5	31.0	105	31.6	107	30.2	102	29.4	100	30.1	102	33.1	112

RELATIVE VOLUME OF CONSUMPTION
HOUSEHOLD CLEANERS & ROOM DEODORIZERS (P-24)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	OVEN CLEANERS		RUG CLEANERS & SHAMPOOS		RUG DEODORIZERS & FRESHENERS		SCOURING PADS SCOURING SPONGES		SCOURING POWDER		B % DOWN	D INDEX
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX		
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100		
NORTHEAST - CENSUS	21.3	25.1	118	23.5	110	20.3	95	31.1	146	24.1	113		
NORTH CENTRAL	25.7	22.4	87	24.1	94	23.5	91	23.5	91	24.1	94		
SOUTH	33.9	35.2	104	35.9	106	39.2	116	30.4	90	34.7	103		
WEST	19.1	17.4	91	16.5	86	17.0	89	15.0	79	17.1	90		
NORTHEAST - MKTG.	22.5	26.0	115	24.4	108	20.8	93	32.0	142	25.0	111		
EAST CENTRAL	14.7	13.5	92	15.6	106	14.8	101	15.2	104	14.6	99		
WEST CENTRAL	17.3	15.2	88	16.1	93	15.2	88	14.7	85	15.7	91		
SOUTH	29.7	31.2	105	31.2	105	35.3	119	25.7	87	30.6	103		
PACIFIC	15.8	14.1	89	12.7	81	13.8	88	12.3	78	14.1	89		
COUNTY SIZE A	40.9	41.4	101	38.8	95	37.6	92	43.7	107	41.4	101		
COUNTY SIZE B	29.8	29.7	100	29.7	100	29.6	99	29.4	99	30.3	102		
COUNTY SIZE C	15.2	14.9	98	15.9	105	17.5	115	14.7	97	14.5	95		
COUNTY SIZE D	14.1	14.1	99	15.7	111	15.3	108	12.2	87	13.8	97		
METRO CENTRAL CITY	32.1	33.9	106	30.5	95	30.1	94	31.2	97	33.4	104		
METRO SUBURBAN	43.7	42.0	96	43.4	99	43.5	100	46.0	105	42.8	98		
NON-METRO	24.2	24.1	100	26.1	108	26.4	109	22.8	94	23.8	98		
TOP 5 ADI'S	23.2	25.5	110	21.5	93	20.7	90	27.1	117	24.5	106		
TOP 10 ADI'S	31.9	32.8	103	30.3	95	28.7	90	36.1	113	32.8	103		
TOP 20 ADI'S	45.6	44.6	98	43.2	95	41.5	91	48.4	106	45.3	99		
MSHLD INC. \$50,000 OR MORE	8.0	7.7	96	7.3	91	6.6	82	8.8	110	7.9	98		
\$40,000 OR MORE	15.7	15.1	97	15.1	96	13.0	83	17.1	109	15.1	96		
\$30,000 OR MORE	29.6	28.5	96	29.2	99	26.8	91	31.3	106	29.2	99		
\$25,000 OR MORE	38.9	37.8	97	38.3	98	36.0	93	41.0	106	38.2	98		
\$20,000 - \$24,999	10.6	9.9	93	10.9	103	10.4	97	10.1	95	10.3	97		
\$15,000 - \$19,999	10.8	9.7	90	10.6	98	11.7	108	10.6	98	10.3	95		
\$10,000 - \$14,999	16.4	17.9	109	17.7	108	19.2	117	16.7	101	17.9	109		
UNDER \$10,000	23.2	24.7	106	22.5	97	22.7	98	21.6	93	23.2	100		
RESIDENCE RENTED	34.7	37.3	108	30.9	89	36.0	104	33.2	96	35.5	102		
RESIDENCE OWNED	65.3	62.7	96	69.1	106	64.0	98	66.8	102	64.5	99		
VALUE: \$80,000 OR MORE	17.5	16.1	92	16.3	93	14.0	80	18.8	107	16.8	96		
VALUE: \$50,000 - \$79,999	19.9	18.4	93	20.6	104	18.3	92	20.4	103	19.8	100		
VALUE: \$40,000 - \$49,999	7.4	7.3	99	9.0	122	8.2	111	7.8	106	7.5	102		
VALUE: \$20,000 - \$39,999	14.9	15.1	101	17.0	114	17.2	115	14.6	98	15.0	101		
VALUE: UNDER \$20,000	5.6	5.7	103	6.2	110	6.3	113	5.2	94	5.3	95		
AT PRESENT ADDRESS UNDER 1YR	17.0	16.0	94	14.1	83	17.3	102	15.0	88	16.2	95		
1 - 4 YEARS	24.9	24.9	100	24.5	98	26.4	106	23.8	95	25.2	101		
5 - 10 YEARS	23.0	23.1	101	24.0	104	23.7	103	23.8	104	22.8	99		
11 YEARS OR MORE	34.3	35.2	103	36.7	107	31.6	92	36.6	107	35.0	102		
HOUSEHOLD OF 1 PERSON	22.7	17.7	78	17.3	76	16.8	74	18.0	79	17.6	77		
2 PEOPLE	31.7	30.3	96	30.9	97	30.4	96	30.3	96	29.5	93		
3 OR 4 PEOPLE	33.5	37.3	111	37.3	111	37.8	113	36.9	110	37.4	112		
5 OR MORE PEOPLE	12.1	14.8	123	14.6	120	15.0	124	14.8	122	15.5	128		
NO CHILD IN HOUSEHOLD	60.6	54.9	91	56.0	92	53.8	89	56.5	93	54.5	90		
CHILD(REN) 5 YEARS & UNDER	17.9	19.8	110	18.8	105	21.2	118	19.3	107	20.6	115		
6 - 11 YEARS	17.4	21.3	122	19.1	110	20.2	116	20.1	116	21.3	123		
12 - 17 YEARS	19.1	23.3	122	23.1	121	22.7	119	22.6	118	23.3	122		
HEAD OF MSHLD AGE 18 - 24	6.6	5.5	84	4.6	70	7.2	108	5.3	80	5.9	89		
25 - 34	22.7	22.6	100	22.2	98	25.2	111	20.8	92	22.2	98		
35 - 44	19.2	20.3	106	20.3	105	20.5	107	21.0	109	20.7	108		
45 - 54	14.9	16.4	111	16.9	114	15.5	104	16.1	108	16.0	107		
55 - 64	15.6	15.6	100	16.7	107	15.2	98	16.8	108	16.0	102		
65 OR OLDER	21.0	19.6	93	19.2	91	16.4	78	20.0	95	19.3	92		
18 - 34	29.3	28.1	96	26.9	92	32.4	111	26.1	89	28.1	96		
18 - 49	55.9	56.7	101	55.7	100	60.3	108	55.0	98	56.8	102		
25 - 54	56.8	59.3	104	59.4	105	61.2	108	57.9	102	58.9	104		
35 - 49	26.6	28.6	108	28.8	108	27.9	105	28.9	109	28.7	108		
50 OR OLDER	44.1	43.3	98	44.3	101	39.7	90	45.0	102	43.2	98		
HEAD OF MSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	7.9	84	8.4	90	7.2	77	8.7	93	8.0	86		
TECH/CLERICAL/SALES	9.4	9.1	96	7.8	83	7.7	81	9.3	98	8.6	91		
PRECISION/CRAFT	16.3	15.6	96	15.8	97	16.5	102	16.3	100	15.7	97		
OTHER EMPLOYED	11.4	11.7	102	12.6	110	13.0	114	11.8	104	12.4	109		
NOT EMPLOYED	20.9	22.6	108	22.4	107	25.2	120	21.1	101	22.7	108		
	32.6	33.1	102	33.0	101	30.5	94	32.8	101	32.5	100		
HEAD OF MSHLD GRADUATED COLLEGE	20.1	17.1	85	17.0	85	14.6	73	18.6	92	17.5	87		
ATTENDED COLLEGE	15.8	14.5	91	14.8	93	15.4	97	14.9	94	14.6	92		
GRADUATED HIGH SCHOOL	34.6	35.6	103	37.2	108	37.8	109	36.3	105	36.3	105		
DID NOT GRADUATE HIGH SCHOOL	29.5	32.9	111	31.0	105	32.2	109	30.2	102	31.6	107		

RELATIVE VOLUME OF CONSUMPTION
HOUSEHOLD CLEANERS & ROOM DEODORIZERS (P-24)
(HOUSEHOLDS)

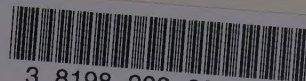
	TOTAL U.S. % DOWN	TOILET BOWL CLEANERS, (IN-BOWL)		TOILET BOWL CLEANERS, IN-TANK		TOILET BOWL FRESHENERS (IN-BOWL)		WINDOW & GLASS CLEANERS							
		B	D	B	D	B	D	B	D	B	D	B	D	B	D
		% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX	% DOWN	INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100						
NORTHEAST - CENSUS	21.3	21.3	100	23.3	109	20.6	97	24.7	116						
NORTH CENTRAL	25.7	28.6	111	24.8	96	20.6	80	26.6	104						
SOUTH	33.9	34.5	102	35.4	104	44.0	130	31.6	93						
WEST	19.1	15.5	81	16.6	87	14.8	77	17.1	89						
NORTHEAST - MKTG.	22.5	22.3	99	24.1	107	22.5	100	25.5	113						
EAST CENTRAL	14.7	17.2	117	13.9	94	13.5	92	15.3	104						
WEST CENTRAL	17.3	18.6	108	17.1	99	12.7	73	17.8	103						
SOUTH	29.7	29.9	101	31.5	106	38.8	131	27.6	93						
PACIFIC	15.8	11.9	76	13.5	85	12.5	79	13.7	87						
COUNTY SIZE A	40.9	40.1	98	41.2	101	38.8	95	41.7	102						
COUNTY SIZE B	29.8	29.2	98	29.5	99	28.8	97	29.7	100						
COUNTY SIZE C	15.2	14.8	98	14.4	95	14.3	94	15.1	100						
COUNTY SIZE D	14.1	15.9	112	14.9	106	18.2	128	13.5	95						
METRO CENTRAL CITY	32.1	29.2	91	31.0	97	34.6	108	30.4	95						
METRO SUBURBAN	43.7	43.7	100	44.4	102	36.5	83	46.0	105						
NON-METRO	24.2	27.1	112	24.5	101	28.9	120	23.6	97						
TOP 5 ADI'S	23.2	22.4	97	24.8	107	23.7	102	24.8	107						
TOP 10 ADI'S	31.9	30.2	95	32.7	102	30.9	97	33.1	104						
TOP 20 ADI'S	45.6	44.0	96	45.5	100	42.5	93	45.7	100						
HSJLD INC. \$50,000 OR MORE	8.0	6.6	82	8.1	101	4.8	59	9.8	122						
\$40,000 OR MORE	15.7	13.1	84	15.0	96	10.0	64	18.3	117						
\$30,000 OR MORE	29.6	27.0	91	29.0	98	21.9	74	33.7	114						
\$25,000 OR MORE	38.9	36.1	93	37.8	97	28.8	74	43.7	112						
\$20,000 - \$24,999	10.6	10.0	94	10.6	100	9.7	91	10.6	100						
\$15,000 - \$19,999	10.8	10.1	93	10.1	93	10.1	93	10.2	95						
\$10,000 - \$14,999	16.4	17.7	108	17.4	106	18.2	111	15.9	97						
UNDER \$10,000	23.2	26.2	113	24.1	104	33.3	143	19.5	84						
RESIDENCE RENTED	34.7	33.1	95	33.6	97	39.4	113	31.3	90						
RESIDENCE OWNED	65.3	66.9	102	66.4	102	60.6	93	68.7	105						
VALUE: \$80,000 OR MORE	17.5	15.9	91	16.8	96	11.7	67	19.7	112						
VALUE: \$50,000 - \$79,999	19.9	20.1	101	20.0	101	16.3	82	21.3	107						
VALUE: \$40,000 - \$49,999	7.4	8.4	114	7.9	107	8.0	108	8.0	109						
VALUE: \$20,000 - \$39,999	14.9	16.0	108	15.8	106	16.8	113	14.7	99						
VALUE: UNDER \$20,000	5.6	6.5	116	5.9	105	7.8	140	5.0	89						
AT PRESENT ADDRESS UNDER 1YR	17.0	14.1	83	15.1	89	14.9	87	15.5	91						
1 - 4 YEARS	24.9	23.3	93	24.3	98	24.7	99	24.3	98						
5 - 10 YEARS	23.0	23.7	103	23.7	103	23.4	102	24.0	104						
11 YEARS OR MORE	34.3	38.1	111	36.2	106	36.4	106	35.4	103						
HOUSEHOLD OF 1 PERSON	22.7	19.9	88	19.3	85	19.0	83	16.5	73						
2 PEOPLE	31.7	31.3	99	31.6	100	31.8	101	29.7	94						
3 OR 4 PEOPLE	33.5	34.6	103	35.3	105	34.5	103	39.0	116						
5 OR MORE PEOPLE	12.1	14.2	117	13.8	114	14.7	122	14.8	123						
NO CHILD IN HOUSEHOLD	60.6	58.5	96	58.1	96	57.7	95	54.5	90						
CHILD(REN) 5 YEARS & UNDER	17.9	18.9	105	17.7	98	20.7	115	19.3	108						
6 - 11 YEARS	17.4	18.9	109	19.3	111	20.3	117	21.0	121						
12 - 17 YEARS	19.1	20.8	109	21.9	115	20.9	109	23.7	124						
HEAD OF HSHLD AGE 18 - 24	6.6	5.1	77	5.5	83	5.5	83	5.6	84						
25 - 34	22.7	20.2	89	20.4	90	20.4	90	22.3	98						
35 - 44	19.2	18.2	95	20.8	108	18.5	96	21.6	112						
45 - 54	14.9	15.9	107	16.2	109	15.9	107	16.7	112						
55 - 64	15.6	16.9	109	16.3	105	17.0	109	15.8	101						
65 OR OLDER	21.0	23.7	112	20.7	98	22.8	108	18.1	86						
18 - 34	29.3	25.3	86	26.0	89	25.9	88	27.9	95						
35 - 44	55.9	51.6	92	54.6	98	51.9	93	58.3	104						
45 - 54	56.8	54.3	96	57.5	101	54.8	97	60.6	107						
55 - 64	26.6	26.3	99	28.6	108	26.0	98	30.4	114						
65 OR OLDER	44.1	48.4	110	45.4	103	48.1	109	41.7	95						
HEAD OF HSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	7.0	75	7.5	81	5.1	55	8.9	95						
TECH/CLERICAL/SALES	9.4	7.9	83	9.2	97	6.6	70	10.7	113						
PRECISION/CRAFT	16.3	14.4	89	15.1	93	12.3	75	16.9	104						
OTHER EMPLOYED	11.4	11.0	97	11.8	104	11.2	98	12.7	111						
NOT EMPLOYED	20.9	22.7	108	22.2	106	25.3	121	21.5	103						
	32.6	37.0	113	34.1	105	39.5	121	29.4	90						
HEAD OF HSHLD GRADUATED COLLEGE	20.1	15.5	77	17.0	85	12.0	60	19.6	98						
ATTENDED COLLEGE	15.8	13.4	85	14.1	89	11.2	71	16.8	106						
GRADUATED HIGH SCHOOL	34.6	36.5	106	35.9	104	33.5	97	35.4	102						
DID NOT GRADUATE HIGH SCHOOL	29.5	34.6	117	33.0	112	43.3	147	28.3	96						

RELATIVE VOLUME OF CONSUMPTION
BABY CARE & SPECIALTY PRODUCTS (P-29)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN	BABY CEREAL		BABY FOOD		BABY OIL & BABY LOTION		BABY POWDER		BABY SHAMPOO	
		% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
NORTHEAST - CENSUS	21.3	21.5	101	21.6	101	20.9	98	26.9	126	24.0	113
NORTH CENTRAL	25.7	25.8	100	24.4	95	26.2	102	24.3	95	26.4	103
SOUTH	33.9	29.0	86	33.5	99	33.8	100	33.0	98	32.1	95
WEST	19.1	23.6	124	20.5	107	19.1	100	15.7	82	17.4	91
NORTHEAST - MKTG.	22.5	23.1	103	24.5	109	20.9	93	28.2	125	24.7	110
EAST CENTRAL	14.7	15.6	106	15.2	104	14.7	100	14.3	97	15.2	104
WEST CENTRAL	17.3	16.3	94	16.9	97	18.3	106	15.8	91	18.0	104
SOUTH	29.7	25.6	86	27.3	92	31.4	106	28.9	97	28.7	97
PACIFIC	15.8	19.4	123	16.1	102	14.7	93	12.7	81	13.4	85
COUNTY SIZE A	40.9	41.2	101	45.5	111	39.4	96	41.6	102	41.2	101
COUNTY SIZE B	29.8	30.1	101	24.9	84	28.7	96	29.7	100	29.5	99
COUNTY SIZE C	15.2	16.1	106	15.2	100	16.0	105	14.8	97	14.3	94
COUNTY SIZE D	14.1	12.7	90	14.4	102	15.9	112	13.9	98	15.1	107
METRO CENTRAL CITY	32.1	29.3	91	31.6	99	32.4	101	30.2	94	30.2	94
METRO SUBURBAN	43.7	47.4	109	42.9	98	40.9	93	45.6	104	44.9	103
NON-METRO	24.2	23.2	96	25.5	105	26.8	110	24.2	100	24.9	103
TOP 5 ADI'S	23.2	24.7	107	28.1	121	23.3	101	26.1	113	24.6	106
TOP 10 ADI'S	31.9	34.6	108	37.1	116	30.4	95	34.2	107	33.1	104
TOP 20 ADI'S	45.6	47.1	103	49.8	109	42.7	94	46.1	101	46.2	101
HHLD INC. \$50,000 OR MORE	8.0	8.5	106	6.3	79	6.4	80	7.4	93	9.0	112
\$40,000 OR MORE	15.7	14.0	89	12.3	79	13.0	83	15.6	100	17.1	109
\$30,000 OR MORE	29.6	27.9	94	23.7	80	25.9	87	29.0	98	31.2	105
\$25,000 OR MORE	38.9	37.2	96	31.6	81	35.3	91	38.5	99	42.8	110
\$20,000 - \$24,999	10.6	14.6	137	14.3	134	10.9	102	11.7	110	11.3	106
\$15,000 - \$19,999	10.8	15.1	140	12.0	111	11.3	104	11.5	107	10.0	93
\$10,000 - \$14,999	16.4	13.3	81	20.1	122	18.1	110	17.7	108	16.0	97
UNDER \$10,000	23.2	19.8	85	22.1	95	24.4	105	20.5	89	19.9	86
RESIDENCE RENTED	34.7	49.2	142	47.7	137	42.5	122	37.6	108	36.8	106
RESIDENCE OWNED	65.3	50.8	78	52.3	80	57.5	88	62.4	96	63.2	97
VALUE: \$80,000 OR MORE	17.5	14.9	85	12.2	70	13.3	76	15.0	86	16.1	92
VALUE: \$50,000 - \$79,999	19.9	13.5	68	14.6	73	16.4	82	19.7	99	20.1	101
VALUE: \$40,000 - \$49,999	7.4	5.7	77	6.7	91	7.0	96	7.6	103	7.8	106
VALUE: \$20,000 - \$39,999	14.9	11.9	80	12.9	86	14.5	98	14.1	95	13.4	90
VALUE: UNDER \$20,000	5.6	4.9	88	6.0	107	6.2	112	6.0	107	5.9	105
AT PRESENT ADDRESS UNDER 1YR	17.0	29.8	175	26.1	154	22.8	134	19.2	113	20.2	119
1 - 4 YEARS	24.9	37.7	151	35.7	143	31.6	127	30.4	122	31.4	126
5 - 10 YEARS	23.0	20.5	89	22.8	99	23.3	102	22.8	99	26.0	113
11 YEARS OR MORE	34.3	11.6	34	14.5	42	21.8	64	27.2	79	21.7	63
HOUSEHOLD OF 1 PERSON	22.7	4.0	18	7.4	32	11.2	49	10.2	45	8.8	39
2 PEOPLE	31.7	10.0	32	11.9	38	22.1	70	22.2	70	16.6	53
3 OR 4 PEOPLE	33.5	53.7	160	50.6	151	45.0	134	47.0	140	50.6	151
5 OR MORE PEOPLE	12.1	32.3	267	30.1	249	21.7	180	20.7	171	24.0	199
NO CHILD IN HOUSEHOLD	60.6	12.8	21	20.5	34	36.5	60	37.5	62	27.9	46
CHILD(REN) 5 YEARS & UNDER	17.9	73.2	408	69.6	388	41.2	230	39.1	218	52.8	294
6 - 11 YEARS	17.4	29.5	170	26.5	152	27.1	156	24.4	140	30.7	177
12 - 17 YEARS	19.1	23.3	122	19.8	103	23.5	123	24.1	126	21.7	113
HEAD OF HHLD AGE 18 - 24	6.6	11.7	177	11.4	172	9.8	148	8.6	130	8.3	125
25 - 34	22.7	45.2	200	43.6	192	34.5	152	31.2	138	38.4	169
35 - 44	19.2	23.4	121	19.1	99	22.9	119	21.9	114	22.6	117
45 - 54	14.9	13.0	88	13.4	90	13.4	90	15.3	103	12.2	82
55 - 64	15.6	3.8	24	5.9	38	9.2	59	11.2	72	9.0	58
65 OR OLDER	21.0	2.8	13	6.7	32	10.3	49	11.7	56	9.6	46
18 - 34	29.3	57.0	195	55.0	188	44.3	151	39.8	136	46.7	159
18 - 49	55.9	86.8	155	81.4	146	74.5	133	69.6	125	75.8	136
25 - 54	56.8	81.6	144	76.1	134	70.8	125	68.5	121	73.1	129
35 - 49	26.6	29.9	112	26.5	100	30.2	114	29.8	112	29.1	110
50 OR OLDER	44.1	13.2	30	18.6	42	25.5	58	30.4	69	24.2	55
HEAD OF HHLD PROFESSIONAL MANAGER/ADMINISTRATOR	7.4	6.6	71	7.3	78	7.9	85	8.8	94	9.4	101
TECH/CLERICAL/SALES	16.3	17.9	110	15.2	94	17.0	105	17.0	104	16.2	99
PRECISION/CRAFT	11.4	17.3	152	15.4	135	13.9	122	14.5	127	14.1	124
OTHER EMPLOYED	20.9	25.4	121	27.2	130	25.4	121	24.3	116	24.5	117
NOT EMPLOYED	32.6	20.7	63	26.9	83	26.3	81	26.0	80	24.8	76
HEAD OF HHLD GRADUATED COLLEGE	20.1	20.0	99	17.4	86	17.4	87	19.0	94	21.7	108
ATTENDED COLLEGE	15.8	16.4	104	16.8	106	18.1	114	17.0	100	17.5	110
GRADUATED HIGH SCHOOL	34.6	37.1	107	35.6	103	36.8	106	36.8	106	35.9	104
DID NOT GRADUATE HIGH SCHOOL	29.5	26.5	90	30.2	102	27.7	94	27.2	92	25.0	85

RELATIVE VOLUME OF CONSUMPTION
BABY CARE & SPECIALTY PRODUCTS (P-29)
(HOUSEHOLDS)

	TOTAL U.S. % DOWN		COTTON SWABS		CLOTH DIAPERS		DISPOSABLE DIAPERS		PAIN RELIEVERS FEVER REDUCERS CHLDS NON-PRES		PRE-MOISTENED CLEANSING WIPES FOR BABY		VITAMINS FOR CHILDREN (NON-PRES.)	
	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX	% DOWN	D INDEX
TOTAL HOUSEHOLDS	100.0		100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100
NORTHEAST - CENSUS	21.3	24.4	115	16.1	75	21.2	100	19.3	90	22.6	106	19.2	90	
NORTH CENTRAL	25.7	26.3	102	30.5	118	27.4	106	27.8	108	30.7	119	28.1	109	
SOUTH	33.9	28.5	84	31.1	92	32.2	95	36.1	106	25.1	74	32.8	97	
WEST	19.1	20.8	109	22.4	117	19.2	101	16.9	89	21.7	114	19.9	104	
NORTHEAST - MKTG.	22.5	24.2	107	17.1	76	21.7	97	19.8	88	22.6	100	19.6	87	
EAST CENTRAL	14.7	15.5	106	15.2	103	14.6	99	15.5	106	15.5	106	14.5	99	
WEST CENTRAL	17.3	17.6	102	22.3	129	19.8	114	18.7	108	22.3	129	19.9	115	
SOUTH	29.7	26.0	87	28.4	96	29.1	98	32.4	109	22.8	77	30.5	103	
PACIFIC	15.8	16.8	106	17.0	108	14.7	93	13.5	85	16.8	106	15.5	98	
COUNTY SIZE A	40.9	42.1	103	36.9	90	39.4	96	35.0	86	42.2	103	41.6	102	
COUNTY SIZE B	29.8	29.3	98	31.9	107	29.9	100	35.5	119	29.3	98	30.4	102	
COUNTY SIZE C	15.2	16.1	106	13.2	87	16.4	108	15.7	103	14.2	93	13.9	92	
COUNTY SIZE D	14.1	12.5	88	18.0	127	14.3	101	13.9	98	14.4	102	14.0	99	
METRO CENTRAL CITY	32.1	30.0	94	30.9	96	27.9	87	30.6	95	28.5	89	30.6	95	
METRO SUBURBAN	43.7	47.7	109	40.4	93	47.2	108	43.8	100	48.8	112	46.3	106	
NON-METRO	24.2	22.3	92	28.7	119	25.0	103	25.6	106	22.8	94	23.1	95	
TOP 5 ADI'S	23.2	25.1	108	21.4	92	23.8	103	20.2	87	27.5	119	24.4	105	
TOP 10 ADI'S	31.9	32.8	103	27.9	87	31.2	98	26.7	84	34.9	109	32.5	102	
TOP 20 ADI'S	45.6	46.5	102	39.2	86	44.0	96	38.3	84	45.9	101	45.9	101	
HSGLD INC. \$50,000 OR MORE	8.0	9.6	120	4.7	59	7.3	91	7.1	89	9.1	113	8.5	106	
\$40,000 OR MORE	15.7	18.9	121	11.6	74	14.0	90	13.3	85	18.3	117	16.6	106	
\$30,000 OR MORE	29.6	35.5	120	25.7	87	28.5	96	26.9	91	34.5	117	34.2	116	
\$25,000 OR MORE	38.9	46.0	118	37.7	97	40.4	104	37.3	96	46.6	120	45.6	117	
\$20,000 - \$24,999	10.6	11.6	109	13.5	127	13.1	123	13.6	127	12.7	119	11.3	107	
\$15,000 - \$19,999	10.8	10.3	96	11.8	109	11.2	103	12.3	114	9.9	91	10.0	92	
\$10,000 - \$14,999	16.4	15.5	94	17.5	107	16.5	100	17.9	109	14.9	91	15.2	92	
UNDER \$10,000	23.2	16.5	71	19.5	84	18.8	81	18.9	82	16.0	69	17.9	77	
RESIDENCE RENTED	34.7	34.0	98	37.6	108	39.4	113	38.0	109	35.0	101	37.5	108	
RESIDENCE OWNED	65.3	66.0	101	62.4	96	60.6	93	62.0	95	65.0	100	62.5	96	
VALUE: \$80,000 OR MORE	17.5	19.2	109	13.0	74	15.1	86	13.8	79	19.6	112	16.6	94	
VALUE: \$50,000 - \$79,999	19.9	21.5	108	18.8	94	19.1	96	19.1	96	21.2	106	20.7	104	
VALUE: \$40,000 - \$49,999	7.4	8.1	110	7.2	98	7.5	102	6.2	84	8.0	108	8.1	110	
VALUE: \$20,000 - \$39,999	14.9	12.6	84	15.2	102	12.7	86	13.8	93	12.2	82	12.0	80	
VALUE: UNDER \$20,000	5.6	4.6	83	8.1	146	6.2	112	9.0	162	4.0	72	5.2	93	
AT PRESENT ADDRESS UNDER 1YR	17.0	18.5	109	20.8	122	24.9	146	21.9	129	22.7	133	22.5	132	
1 - 4 YEARS	24.9	26.5	107	38.7	155	35.0	141	33.7	135	34.0	136	32.3	130	
5 - 10 YEARS	23.0	24.7	107	27.0	117	24.0	105	30.3	132	28.3	123	29.0	126	
11 YEARS OR MORE	34.3	29.4	86	13.0	38	15.5	45	13.5	40	14.8	43	15.4	45	
HOUSEHOLD OF 1 PERSON	22.7	12.6	55	6.4	28	4.4	19	**0.0	0	5.3	23	**0.0	0	
2 PEOPLE	31.7	26.9	85	8.5	27	12.1	38	3.2	10	11.9	37	3.9	12	
3 OR 4 PEOPLE	33.5	43.5	130	55.8	167	54.9	164	61.0	182	57.6	172	59.8	179	
5 OR MORE PEOPLE	12.1	17.0	141	29.3	243	28.6	237	35.9	297	25.3	209	36.3	301	
NO CHILD IN HOUSHOLD	60.6	46.0	76	16.2	27	16.9	28	**0.0	0	18.7	31	**0.0	0	
CHILD(REN) 5 YEARS & UNDER	17.9	25.3	141	76.6	427	75.6	422	71.3	398	73.6	410	60.1	335	
6 - 11 YEARS	17.4	23.0	132	27.8	160	28.4	163	52.1	300	25.5	147	55.8	321	
12 - 17 YEARS	19.1	26.6	139	13.9	73	16.8	88	30.1	157	14.5	76	35.9	188	
HEAD OF HSHLD AGE 18 - 24	6.6	7.2	108	9.7	146	10.7	162	8.4	127	8.7	131	7.0	105	
25 - 34	22.7	28.4	125	49.1	216	45.4	200	44.5	196	48.6	214	45.0	198	
35 - 44	19.2	23.8	124	20.7	107	21.4	111	30.8	160	20.2	105	32.4	168	
45 - 54	14.9	16.4	110	9.9	67	10.1	68	9.7	65	9.4	63	10.4	70	
55 - 64	15.6	13.1	84	5.9	38	7.7	50	4.2	27	7.3	47	3.8	25	
65 OR OLDER	21.0	11.2	53	4.8	23	4.6	22	2.4	11	5.9	28	1.5	7	
18 - 34	29.3	35.5	121	58.7	201	56.1	192	52.9	181	57.2	195	51.9	177	
18 - 49	55.9	67.9	121	84.8	152	83.0	149	89.8	161	82.3	147	90.6	162	
25 - 54	56.8	68.6	121	79.7	140	76.9	136	85.0	150	78.1	138	87.7	155	
35 - 49	26.6	32.3	122	26.1	98	26.9	101	36.8	138	25.1	94	38.7	146	
50 OR OLDER	44.1	32.1	73	15.2	34	17.0	38	10.2	23	17.7	40	9.4	21	
HEAD OF HSHLD PROFESSIONAL MANAGER/ADMINISTRATOR	9.4	10.1	108	9.6	102	9.4	100	7.4	79	11.6	124	9.4	101	
TECH/CLERICAL/SALES	9.4	11.4	121	9.2	97	10.1	107	9.5	101	12.5	132	10.5	111	
PRECISION/CRAFT	16.3	19.1	117	13.5	83	16.3	100	16.5	101	18.5	114	16.2	100	
OTHER EMPLOYED	11.4	13.8	121	17.3	151	16.4	144	18.1	159	14.9	131	15.5	162	
NOT EMPLOYED	20.9	22.5	108	30.1	144	26.2	125	28.5	136	23.5	112	29.9	143	
	32.6	23.0	71	20.4	63	21.5	66	20.0	61	19.0	58	15.5	48	
HEAD OF HSHLD GRADUATED COLLEGE	20.1	21.8	109	21.3	106	21.6	107	16.8	84	28.4	141	19.6	97	
ATTENDED COLLEGE	15.8	18.3	115	16.7	105	15.2	96	15.9	100	17.3	109	18.5	117	
GRADUATED HIGH SCHOOL	34.6	37.7	109	36.8	106	38.2	111	39.8	115	35.1	102	38.9	113	
DID NOT GRADUATE HIGH SCHOOL	29.5	22.2	75	25.3	86	24.9	84	27.5	93	19.3	65	23.0	78	



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